

LIFE

THEY RUINED BASEBALL, BY TY COBB

SECRETS OF CHAPLIN AT WORK

PHOTOGRAPHED BY W. EUGENE SMITH



PRETTIEST SHOWGIRL
ON BROADWAY

20 CENTS

MARCH 17, 1952

REG. U. S. PAT. OFF.

Own the newest
of the new
*Studebaker
Starliner*

AMERICA'S SMARTEST "HARD-TOP"

Here's glamor beyond words and distinction beyond question for motorists who like to be first with the newest.

Here's a low, long, alluring new kind of "hard-top" convertible—available either as a 120-horsepower Studebaker Commander V-8 or a sprightly Studebaker Champion.

Stop in at a nearby Studebaker showroom. Arrange to drive the far-advanced Starliner. It's one of eleven excitingly different new 1952 Studebaker body styles.

'52 Studebaker



Commander V-8 Starliner "hard-top" convertible—Champion also available. Chrome wheel discs optional at extra cost—decorative and other specifications subject to change without notice. Studebaker Corp., South Bend 27, Indiana, U. S. A.



He was a lesson to her

SHE certainly learned something that evening. And that was: Never to accept an evening's invitation to dance unless she had danced *before* with the man who asked her. He seemed very fond of her and almost monopolized the entire evening, but by the end of the party he was almost revolting to her. He would be the last to suspect why.

Are You Sure?

The insidious thing about Halitosis (unpleasant breath) is that you, yourself, may not know that you have it . . . and even your best friends won't tell you. It may be absent one day and present the next, and whenever it is, you offend needlessly.

Sometimes, of course, halitosis comes from some systemic disorder. But usually—and fortunately—it is only a local condition that yields to the regular use of Listerine Antiseptic as a mouth wash and gargle.

Why risk offending when Listerine Antiseptic is such a simple, wholly delightful and *extra-careful* precaution against halitosis? Never, never omit it, night or morning, or before any date when you want to be at your best.

Sweetens for Hours

Listerine Antiseptic is the *extra-careful* precaution against offending because it stops bad breath for hours.

Yes, actual clinical tests showed: that in 7 out of 10 cases, breath remained sweet for more than four hours after the Listerine Antiseptic rinse.

When you want that extra assurance, don't trust makeshifts. Trust Listerine Antiseptic. Make it a part of your passport to popularity. Lambert Pharmaceutical Company, Division of The Lambert Company, St. Louis, Missouri.

Before any date . . . LISTERINE ANTISEPTIC

... Stops Bad Breath for Hours



U.S. ROYAL Air Ride MASTER

U.S. ROYAL NYLON
LIFETUBE

NOW ON TV • "THE U.S. ROYAL SHOWCASE."

Every Sunday at 7 P.M., E.S.T., NBC Television Network
Check your newspaper for local time, date and station.

Your Captive and Your Servant

All the science and the art of tire making have the prime purpose of making air your captive and your servant, in safety.

A tire simply holds air in safe confinement, yet free enough to do what nothing else can do, cushion and protect you.

The rubber and the fabric make the prison, but the AIR, and nothing else, makes the ride!

Yet, far beyond the captive air, there are vital things the tire *itself* must do.

It must *start* you, it must *roll* you, it must *stop* you — in *Safety!*

It must speed you up, slow you down, meet every signal of control, in any weather, without slide or skid, or needless risk to you or any member of your family.

Utmost Protection for **The Other Home You Live In**

In today's U. S. Royal Master tire, you find a non-skid stopping power and holding power far beyond any previous standard.

Also, today, the new U. S. ROYAL LIFE-TUBE, (the new inner tube of NYLON) introduces genuine BLOWOUT PREVENTION, in a way not possible before.

U.S. ROYAL

Skid Protection • Blowout Protection

Life Protection

UNITED STATES RUBBER COMPANY



THE PRIVATE LIVES OF PUBLIC ENEMIES

The astonishing story of the prison psychologist who went "inside" to test the six most outstanding characters you've ever met in or out of any jail... "Operation Wife"—smuggling a girl inside Cell Block 7—is just one of their fabulous adventures!

COLUMBIA PICTURES
presents
A STANLEY KRAMER
COMPANY Production

“MY



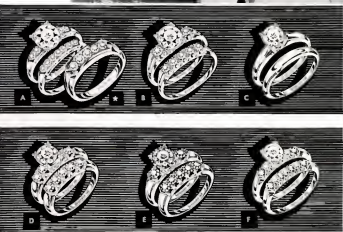
CONVICTS”

From the Book of the Month
that bowled the nation over!



Columbia Pictures presents A Stanley Kramer Company Production MY SIX CONVICTS with Millard MITCHELL • Gilbert ROLAND • John BEAL • Marshall THOMPSON • Screen Play by MICHAEL BLANKFORT • Based on the book by DONALD POWELL WILSON • Music Composed and Directed by Dimitri Tiomkin • Associate Producers EDNA and EDWARD ANHALT • Directed by HUGO FREGONESE

GENUINE REGISTERED
Keepsake
DIAMOND RINGS



All rings illustrated available in white as well as natural gold. Prices include Federal tax. Rings enlarged to show details.

Your Keepsake....forever

This is your engagement day... a moment never to be forgotten... but captured forever in the radiant depths of your Keepsake Diamond Ring.

Because your diamond ring is endowed with such special meaning, you will want to select it with infinite care, remembering that the finest quality diamond is your best buy.

If your choice is a Keepsake you will know your diamond ring is one of the world's finest. The words "Guaranteed Registered Perfect Gem" on the tag and the Keepsake Certificate signed by your jeweler are your assurance of the best choice. In a wide range of styles, from \$100 to \$10,000.



Phone Western Union

... ask for "Operator 25" ... she'll give you the name of your nearby Keepsake Jeweler. There is no charge for this service.

Keepsake - *Guaranteed, Registered and Perfect*
ENGAGEMENT RINGS

A. HOLLISTER Ring \$675. Also 450 to 1100. Wedding Ring 150.
★ Man's Diamond Ring \$125. Available at 75 to 250 to match all engagement rings. B. WELLESLEY Ring \$450. Also 500 to 575. Wedding Ring 100. C. CAMERON Ring \$500. Also 100 to 2475. Wedding Ring 1250. D. MADISON Ring \$225. Also 300 to 500. Wedding Ring 100.
E. LYNN Ring \$175. Also 225 to 350. Wedding Ring 100. F. WESTWOOD Ring \$125. Also 200. Wedding Ring 50.



Keepsake Diamond Rings, A. H. Pond Co., Inc.
120 East Washington, Syracuse 2, N. Y.

FREE Useful booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and your Keepsake Jeweler's name.

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Amsterdam Antwerp Home Office - Syracuse, N. Y.

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Before you buy your cottons...
at any price ...
in any season...

Insist on seeing "Sanforized"
on the label. Make even
your favorite salesgirl show
you "Sanforized" on the label.

For, as most everybody
knows, if your cottons are
trade-marked "Sanforized"...

They can never, NEVER
shrink out of fit...
out of style.



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

NEW CLEANING DISCOVERY!

UNIVERSAL Jet-99

NEW SUPER-TYPE VACUUM CLEANER

EMPTIES IN
2 SECONDS

Easier Than Any Other Cleaner!



Naturally—
NO DUST BAG
TO EMPTY!



**CLEANS RUGS BETTER, FASTER,
EASIER WITH AIR ALONE!**

Now you can clean your rugs better, easier with less work in less time. The new Jet 99 Rug Nozzle with its Floating Brush plus jet power super-suction gets the surface dirt, lint, threads and hair without going back over the same spot again and again. Jet power does it *with air alone!*

New Serva-Tools with 99 uses for complete home cleaning



JUST PRESS THE BUTTON

Nothing to take apart . . . no clips, no clamps, no heavy motor to remove . . . nothing for you to forget . . . nothing to "wrestle" back into position.



TOSS THE PAPER BAG AWAY!

No dust bags, no cans, no filters to empty. Just lift out the "Toss-Away" paper bag and throw it away. So simple, so quick, what could be easier?



**Easier to Use • Upstairs • On Stairs
Downstairs • All around the house**

Easy to Carry—Easy to Store the Jet 99 is compact and balanced for easy carrying upstairs or down with no projections to bang your legs or snag your hose. Doesn't slip, doesn't tip on stairs because it's built to stand on steps and give you the advantage of full cleaning freedom.

Ask for a
Jet 99
demonstration
at this display



Landers, Frary & Clark (U-2)

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Please have my Universal dealer deliver a new Jet 99 to my home for a thorough examination at no obligation to me.

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Address

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America's Most Complete Line of Home Cleaning Equipment

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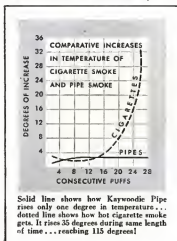
THROAT ROUGH? What a difference a week can make... when you switch to a *Kaywoodie Pipe!*



Jury of throat specialists confirm medical laboratory report: "Kaywoodies are the Throat-Easiest Smoke of all!"

PROOF:
Kaywoodie burns cooler

REASON:
3 exclusive Throat Guards



As far back as 1929, doctors knew that hot smoke is harmful... that irritating nicotine and tars increase as smoke temperature rises. Here are the *latest* facts, as revealed by painstaking laboratory research, and checked by throat specialists:

Kaywoodie cuts down nicotine and tars
Smoke from cigarettes and cigars contains much more harmful nicotine and irritating tars than smoke from Kaywoodie Pipes. 300% and 400% more!

Kaywoodie is the coolest-burning pipe
Tests comparing Kaywoodies with 34 other pipe brands prove that Kaywoodie with its 3 exclusive Throat Guards gives the coolest smoke... containing far less tars, resins and carbon particles!

Get the throat-easiest smoke!
Convince yourself! Smoke a Kaywoodie. Notice how huskiness and rawness (and, in many cases, coughs due to smoking) disappear. Light up a Kaywoodie for a *real* smoke!



Look for the Kaywoodie cloverleaf

KAYWOODIE

From \$4 to \$25 in wide variety of shapes

NEW YORK • LONDON • Since 1851

BOWLERS BOWLED OVER!

"What do you think this suit cost?" asked JOHN LODER, famous screen star and bowling enthusiast. "Remember, it has two pairs of trousers." 103 bowlers checked the fabric and fit of his Bond's Houndstooth Check. Average estimate was \$75. Bond's actual price for this two-trouser suit is only \$59.75.

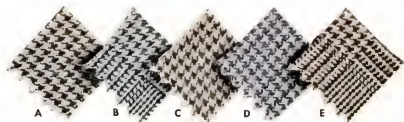


Bond's Two-Trouser Suits
give twice the wear
with half the care!



Actor knocks bowlers off their pins. John Loder, leading stage and screen star, chooses his clothes as carefully as he chooses his roles. When 103 bowlers were quizzed on the price of the Houndstooth Check (A)

suit Mr. Loder is wearing here... the average guess was \$75.00. (Maker's name was kept secret.) Bowlers were really bowled over when they learned that it was a two-trouser suit and Bond's price was only \$59.75.



Because BOND is both maker and retailer in one...
from coast to coast you get the most at

BOND'S

More men wear Bond clothes than any other clothes in America!

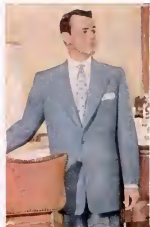
For Bond Store or Agency nearest you, write Bond Clothes, Fifth Ave. at 35th St., New York 1



Strike! Bond's knocks down high prices because Bond's is America's largest maker and retailer in one; saves you tremendous in-between costs. This fine Houndstooth check (C) with two trousers, only \$65.75



Down your olley. Whether you're tall like John Loder or short like Napoleon, Bond's can fit you... what with 240 sizes and shapes to choose from! This Glen plaid (B) suit with two trousers, only \$65.75



300 score! Bond's workmanship wins top score. Fur Bond's Rochester tailors are needle-and-scissors wizards; guarantee impeccable fit, long wear. This Glen plaid (B) suit with two trousers, only \$65.75



Kingpin. Experts say Bond's is tops for fine fabrics, superb values. Bond's buys more wools than any one else; demands and gets only the best. This smart blue check (D) two-trouser suit, only \$70.75

"I switched to
FATIMA because they
are Extra-Mild with a really
different, better flavor and
aroma. They're easily best of all
King-Size cigarettes."

Joan L. Robinson
AIR LINE HOSTESS, CHICAGO, ILL.

In **FATIMA** the Difference
is **QUALITY**



Best of All KING-SIZE Cigarettes

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"Streamline
your thigh-line"

SIL-O-ETTE®

SPORT-TIGHTS 450 **DRESS-TIGHTS 550**

"BULGING THIGH LOU
WAS UNNIEVED
HER THIGH LINE WAS
SO OVERCURED
"TIL "SIL-O-ETTE" SHE
SHOWED WHAT
SPORT-TIGHTS COULD DO
TO GIVE LOU THE
FORM SHE DESERVED!"



- **PATENTED DESIGN** prevents cutting, binding, riding up
- Made of long-stretch **Len-O-Lastic**, a woven elastic web made of natural rubber covered with rayon and cotton (for softness and absorption) and woven with nylon (for durability and quicker drying).
- **FAMOUS CONTOUR CROTCH** eliminates all strain... front, back and between legs
- **LONG LEG** streamlines your thigh-line, prevents chafing
- Slips on and off in a jiffy... no bones, no hooks, no zippers
- Crotch made of heavy rayon tricot... more absorbent, prevents chafing
- Detachable hose supporters, fogged seams
- **DRESS-TIGHTS** (not illustrated) adds a rayon satin elastic panel for extra tummy control

To measure perfect fit,
SIL-O-ETTE Panty Girdles are sized by
hip measurement (without pants).
HIP SIZES 34 • 36 • 38 • 40 • 42

At Leading Department and Specialty Stores
Kohl Underwear in Caring Departments.
Or we will fill your order through stock
retailer.

SIL-O-ETTE UNDERWEAR CO., JAMAICA 25, N.Y.

My Waist Measures.....
Hip Measures (widest part).....

☐ SPORT TIGHTS ☐ DRESS TIGHTS
☐ 450 ☐ 550
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1. RELIEVES HEADACHE PAIN FAST	YES	?
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3. CALMS YOUR EDDY NERVES	YES	?



Bromo-Seltzer and only Bromo-Seltzer is ready in-
stantly to fight headache all three ways. For best results,
use cold water. Follow the label, avoid excessive use.
Keep ahead of headache. Keep Bromo-Seltzer handy.

Millions believe in **BROMO-SELTZER**

ROBERT HALL presents an exciting month of special Easter Values, to celebrate the opening of 18 new super-salesrooms in 11 cities!



Save 22 to 40%

**OUR ENTIRE CHAIN FROM COAST-TO-COAST
JOINS IN THE BIG CELEBRATION!**

MORE new Robert Hall salesrooms mean MORE super-savings for MORE people from coast to coast! Yes, that famous Robert Hall Low Overhead Policy continues to sweep the country — bringing the super-market way of buying clothing to new millions! Cause for celebration? We think so! And you'll think so, too — when you see the line-up of special Spring and Easter clothing values for the whole family now at all 125 Robert Hall salesrooms. Here you see just a hint — just a few of the thousands of unbelievable clothing buys waiting for you. Come see them all — save on them all — at your nearest Robert Hall salesroom!

WATCH FOR THESE ROBERT HALL OPENINGS:

Seven in Detroit, Mich. Two in Milwaukee, Wis.
Astoria, N. Y. McKeesport, Pa. Youngstown, Ohio
Stamford, Conn. Pittsburgh, Pa. Chelsea, Mass.
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125 ROBERT HALL SALESROOMS IN PRINCIPAL CITIES
See your phone book or write Robert Hall Clothes, 1241 Broadway, N. Y. 1

(A DIVISION OF THE UNITED MERCHANTS & MFG. CO.)
COPY. 1952, ROBERT HALL CLOTHING, INC., 1241 BROADWAY, N. Y. 1, N. Y.

OUR 4-PIECE SUIT YOU WEAR 10 WAYS!
• Check Jacket • Reversible Vest • Solid Skirt • Check Skirt

10 ways to mix, match and multiply your wardrobe!
Shoppily Jacket has padded hips, handpiped button
holes, rayon crepe lining, shape-retaining hema
interfacing. Pastels and high fashion colors. 10 to 18.

22⁹⁵
SAVE 25%



ALL-WOOL PASTEL CHECK
\$26 FULL-SWEEP COATS
19.95

Velvet under-collar, velvet cuffsl
 jewel buttons, Earl-Gla lining.
 Costly hand details. Sizes 10-18.
 Other coats from 14.95 to 32.95

MISSSES' & WOMEN'S
10.95 SPRING DRESSES
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Checked rayon menswear and
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IN SOFT SUEDES & CHECKS
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Flattering roll collar. New push-
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 Other toppers from 7.95 to 23.95

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\$9 BOLEO SUITS
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Buttan-trim balera, 2-pocket skirt,
 medallion belt. Rayon sheen gab-
 ardine. Sizes 12 to 18.
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GIRLS' SOLID & CHECK
\$13 GABARDINE COATS
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Solid navy with check trim ar
 check with navy trim. Fine rayon
 sheen gabardine. Sizes 7 to 14.
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 groceries...the super-market low overhead way!***

Low Rents • No Costly Show Windows • No Fancy Fixtures
Plain Pipe Racks • Mass Distribution • No Charge Accounts



WATER-REPELLENT
\$11 GABARDINE JACKETS
 Rayon gabardine. Fully
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\$18 GABARDINE SUITS
 Crease-resistant rayon
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\$40 "PARADER" SUITS
in FINE SPRING FABRICS
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Exclusive custom designed pat-
 terns. Sharkskins, all-wool flon-
 nels, daneagal tweeds, covers.
 Other suits from 24.95 to 42.95

LUXURIOUS ALL-WOOL
\$38 SPRING TOPCOATS
27.95

Venetian covers, sheen gobar-
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 Raglan or set-in sleeves. 34 to 48.
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PURE VIRGIN WOOL
\$30 SPRINGSPORT COATS
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Superbly tailored 2-button model.
 All-wool checks, plaids, herring-
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\$14 Worsted Gabardine Slacks 9.95

ROBERT
HALL

**COAST
 TO
 COAST**



Industrialists LIKE AMERICA FORE INSURANCE!

... These excerpts from a few of the many unsolicited letters* we receive tell you why:

NO RED TAPE

"Please accept my cordial thanks for your interest and cooperation in completing a very prompt and satisfactory settlement on my recent fire loss with such a lack of red tape..."

Company, Frederick, Md.



NEVER BEFORE SUCH COURTESY, PROMPTNESS

"Thank you for your very prompt service in settling my claim. Never in all of my insurance experience have I had a claim handled so courteously and so promptly."

Company, Buffalo, N. Y.



PROMPT AND SATISFACTORY SETTLEMENT

"This will acknowledge receipt of the Fidelity and Casualty Company's check for \$157,127.30 in payment of our claim for damages resulting from an accident to our No. 1 generator."

"We appreciate greatly the prompt and satisfactory settlement of this claim."

Company, San Diego, California



YOUR HANDLING WAS OUTSTANDING

"I would like to express my appreciation for the excellent courteous and very efficient service I received from your Claim Department. I have had very little experience with accidents and accident claims but I must say the manner in which your office handled this claim was outstanding, especially the way you recognized a justifiable claim and without hesitation accepted the responsibility and handled it without any unnecessary delay."

Corporation, Atlanta, Ga.



You too can get this calibre of insurance protection and service by doing business with the America Fore Insurance men in your locality. For his name call Western Union (by number). Ask for Operator 25.

*Original letters on file at our home office

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AMERICAN EAGLE • FIDELITY AND CASUALTY
INSURANCE COMPANIES OF NEW YORK

LOOK FOR THIS SEAL ON YOUR POLICIES

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LETTERS TO THE EDITORS

DOGS AND PEOPLE

Sirs:

We were thrilled that our coonskin-capped boys were in "Dogs and People" (LIFE, Feb. 25). Perhaps people might like to see how they really look with their own dogs.

ALBERT A. HOLSTEIN

Jersey City, N.J.



BOYS AND DOGS

Sirs:

As fanciers and breeders, it tickled us immensely to see "Dogs and People"...

MRS. ROGER L. FANCEY

Big Spring, Texas

Sirs:

Perhaps I am overly sensitive to implied criticism, having been a dog fancier since the age of 9... If the owner's personal appearances are sometimes out of the best, blame it on hard work and tension and not on an innate sloppiness peculiar to dog owners.

LUCY E. BRENDRETT

Chicago, Ill.

Sirs:

We looked forward to LIFE's story of the great Westminster show and expected to get a newsworthy treatment done in LIFE's usual intelligent, genteel style. Instead we found a boorish, badly conceived burlesque of one of the greatest events of its kind in the world...

J. KING ROSS

Tarzana, Calif.

Sirs:

If the dog pictured waiting disconsolately outside a phone booth is actually a boxer, no wonder he was beaten. A bull mastiff, perhaps?

LOCKWOOD DOTY

New York, N.Y.

● Yes—a beaten bull mastiff.—ED.

FAREWELL TO A KING

Sirs:

All of your Canadian subscribers doubtless feel, as we do, deeply appreciative of the kindly, dignified manner in which you have covered so thoroughly the illness and death of our late beloved King ("Farewell to a King," LIFE, Feb. 25). Your wonderful pictures relating to our Royal Family have all displayed the same good taste and the same friendly, sympathetic spirit. Such are the things to be remembered in this troubled old world for they, above all else, bring warmth, understanding and goodwill between nations.

DORIS M. BELCHER

Kingston, Ont., Canada

Sirs:

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CONTINUED ON PAGE 17



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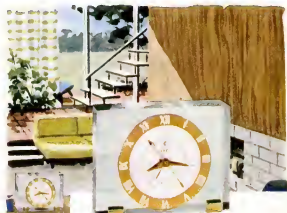
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LETTERS TO THE EDITORS

CONTINUED

for a grief-stricken family in the ghostly picture of the three queens as they watch the coffin of King George being borne into Westminster Hall. It is improbable that an English paper would have had the poor taste to publish such a picture.

ROY S. HOUCK

Wellesley, Mass.

● The picture was published by many British papers. However, one which did not, the *Manchester Guardian*, said, "These things are a matter of taste, but most people will feel that there are times when journalistic zeal for drama and pathos... can be overdone," and was attacked for its stand by readers and rival editors alike.—ED.

CRAWFIE ON ELIZABETH

Sirs:

"Crawfie" missed her calling—she should have been writing soap operas for American radio ("The Girl I've Known So Long," *LIFE*, Feb. 25). I can hear it now. "And now folks, the question is: can this lovely queen find happiness as the wife of the very handsome and distinguished hero whom she has married?"

It's good for us worn-out housewives to know that somewhere in the world the age of chivalry is not dead. I regret so much that my "hero" was too busy making a living for the family to be constantly at my side when I felt faint.

RUTH O'SULLIVAN

San Francisco, Calif.

AIRPORT NERVES

Sirs:

Your article ("Citizen of U.S. Get Airport Nerves," *LIFE*, Feb. 25) prompts me to attempt to show people who are protesting the operation of large airports nearby how unreasonable are their demands.

Why penalize the airports upon which millions of dollars have been spent and upon the operation of which depends the livelihood of thousands of people? In New Jersey's recent accidents, no blame can be placed upon the airports....

During 1951 traffic accidents took 763 lives in New Jersey. Has anyone suggested closing the highways because of this? When the Pennsylvania Railroad had a serious accident at Woodbridge, N.J., causing 84 deaths and 500 injuries, did anyone suggest that the railroad cease operation?

CONTINUED ON PAGE 30

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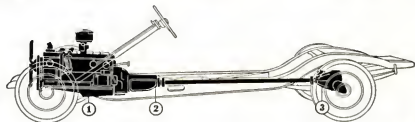
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LETTERS TO THE EDITORS

CONTINUED

Within the vicinities of the 60 populated areas having major airports, there are many gas plants, oil and gasoline storage facilities and chemical plants which present possible sources of explosive disaster such as the one which swept Texas City, Texas, at a cost of over 300 lives and property damage estimated at \$50 million. Do these people ask these industries to move away?

The air-transport industry is of inestimable value, and to curtail it in the New York-New Jersey area will slow up the economic progress of the entire country. Since we have assumed leadership in aviation let us not go backward and lose our place in the modern world.

GILBERT L. GIFFORD
Assoc. Prof. of Transportation
University of Tennessee
Knoxville, Tenn.

Sirs:

For years we Georgetown citizens have tried to get local newspapers to really publicize the dangers of Boeing Field, but they have no guts. Now you show pictures and wake up people to the tragic potential of the day-and-night motor roar over their kitchens and bedrooms. Thanks for simply showing the truth.

HAROLD NISSEN
Seattle, Wash.

GAY COTTON GLOVES

Sirs:

Naturally I took great pride in seeing my daughter's "Bird in Hand" glove in LIFE ("Gay Cotton Gloves," LIFE, Feb. 25), but she has a justifiable complaint that she was identified only as my daughter. I am sure you had no intention of discriminating against such a young and talented child. Her first name is Jill.

JILL SCHARY'S FATHER
Metro-Goldwyn-Mayer
Culver City, Calif.

Sirs:

My wife's gloves are quite the rage. They're purple polka dots on sage. And every time she isn't calm. A birdie flutters in the palm. I don't think that I can stand them—Praise the day when she'll unhand them.

W. B. JONES
Los Angeles, Calif.

CÉZANNE

Sirs:

Seldom have I read an article setting forth with such clarity the essential character and inner struggle of a misunderstood genius in his milieu as did Winthrop Sargeant's article, "Cézanne" (LIFE, Feb. 25).

Admittedly, Cézanne was a misanthrope. To say, however, that Cézanne was "relatively happy," apparently, only when associating with mountains, pine trees or the apples and bottles... of his still lifes! is to ignore his classic remark: "Parisian will give me a pain. Painting nudes on the banks of the Arc is all I could ask for."

CHARLES ALLAN BARETZKI
Newark, N.J.

©Cézanne's remark continues, "Only, you understand, all women are cats and damned calculating. They might get their hooks into me. Life's frightful, isn't it?"—ED.

CONTINUED ON PAGE 23

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Why YOU NEED LIGHT around your TV PICTURE

You have probably noticed how much easier it is to watch television when the room is partially lighted. That's because there is some "Surround Lighting" to relieve the contrast between the brilliant TV screen and the darker areas around it.

Now this principle has been applied to a television set for the first time—by Sylvania. A border of soft light, around the TV screen, is built into Sylvania sets. It's called HALOLIGHT.



Facing bright headlights on a dark night you are bothered by the contrast.



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Conventional bright TV screen presents a sharp contrast against the darker surroundings.



Soft, cool HALOLIGHT around the picture-screen is kinder to your eyes.



The JEFFERSON—30" Hopplewhite Console with Doors decorated with exquisite marquetry. This superb television receiver, with HALOLIGHT, will give you unending satisfaction.

HALOLIGHT is the scientific principle of "Surround Lighting" applied to a television set. Science agrees that "Surround Lighting" provides an easy transition from any brilliant object to the darker areas around it. Your picture-tube needs "Surround

Lighting." HALOLIGHT, the frame of soft, cool light completely surrounding the picture tube, is the "Surround Lighting" which gives you real viewing comfort while watching TV.

HALOLIGHT is kinder to your eyes. Your eyes will thank you for it.



The COOLIDGE—This handsome 20" TV receiver with HALOLIGHT is the finest in Table Models. Power-packed chassis for Rock-Steady pictures. Selected mahogany veneer cabinet, hand-rubbed finish.



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In serious times like these, it is only natural that Sylvania, with 50 years of electronic and lighting background, must devote part of its capacity to defense. Up to this time production of TV sets, however, has not been drastically affected.



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LETTERS TO THE EDITORS

CONTINUED

PLASTIC AUTO BODIES

Sirs:

In "Plastic Bodies for Autos" (Laff, Feb. 25) you mentioned a car with a plastic body that could be dented and ripped and patched up for 50¢.

It seems to me that Henry Ford came out years ago with a plastic auto body made with soybeans which he could not dent with an ax. Whatever he came out of that experimental body?

DAVID SORESEN

Beloit, Wis.



● In the late '30s, fascinated by the potentialities of the soybean, Henry Ford commissioned an auto body made from a soybean plastic. He posed for a famous picture, hanging with an ax at the car without breaking it. The Ford company, which says the material was both unyielding and expensive, destroyed the fiber-body auto in 1919.—ED.

LETTERS

Sirs:

According to "Letters to the Editors" (Laff, Feb. 25) you must have received a wide variety of reaction to the article concerning my ideas on modern art.

Of some 400 letters which I have received, about 98% have been favorable. From housewives? A few. But also from university presidents, governors, senators, editors, art teachers and people in all walks of life.

A lead editorial in a Tulsa paper recently remarked: "If it's any comfort to Hartford... 98% of the American people agree with him." Could this similarity of percentages be only a coincidence?

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PEASANT PRAYS in Iran that the sun will soon be freed from the influence of the eclipse and that he and his village will come through ordeal without harm.



SCIENTIFIC PILGRIMAGE from U.S. to the Sudan encamps near Khartoum with radio telescopes (curved reflectors), a long optical telescope, movie cameras

SPEAKING OF

...These show some exotic observers

Last month, while eager scientists from a dozen countries were trekking into remote parts of Africa and Asia to get a good look at the sun's total eclipse, the people who already live there were beating on copper kettles, taking more baths and trying to help the sun escape from the "evil shadow" of the eclipse. In Iran the sun was hidden by the moon for 2½ minutes, and during the darkness devout Moslems repeated a special "prayer of dread" and made loud noises to frighten away the dragon which seemed to be swallowing the sun. In India the eclipse blacked out only part of the sun, but half a million Hindu pilgrims thronged to shrines to take ceremonial baths, sit on beds of thorus and pray until the sun was restored.



HINDU PILGRIMAGE by 500,000 Indians to Korukshetra involves taking baths in a sacred pool before, during and after the eclipse, praying, fasting and



and large triple spectroscope (extreme right). The weather at Khartoum during event was nearly perfect for observations. Total eclipse occurred there at 11:09 a.m.

PICTURES...

who stole sun's show during eclipse

The best place to see the total eclipse was at Khartoum, capital of the Anglo-Egyptian Sudan, where more than 100 scientists from the U.S., Britain, Austria, Holland, France, Italy, Greece, Canada, Egypt, Switzerland and Australia were waiting with telescopes, cameras and spectroscopes. By studying the photographs and measurements they brought back, they hope to verify Einstein's theory of relativity, determine the temperature and composition of the sun's inner atmosphere and correct inaccuracies in the world's maps. Soviet scientists stayed away from Khartoum. They watched the whole show from a choice spot near Kzyl-Orda, they said, and were able to make all the observations they could possibly want.



other religious rites. Previous eclipses drew even larger crowds to shrines, but economic distress and wane of religious influence have cut attendance at ceremonies.



SCIENTIST STARES at the sun's eclipse through exposed photographic film which cuts down the glare. He is Dr. George Van Biesbroeck of Yerkes Observatory.



SUDANESE STARES through another piece of film. Total eclipse was visible from a 9,000-mile band that stretched from mid-Atlantic across Africa to Siberia.

"Soaping" dulls hair— Halo glorifies it!



Not a soap,
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Halo reveals the hidden beauty of your hair!

ECLIPSE OBSERVERS CONTINUED



MOVIEMAKERS include D. S. Hawkins of U.S. Naval Research Laboratory's expedition and two local Sudanese who are shading lenses with filters.

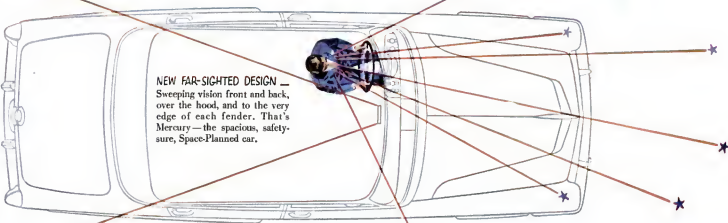


DARKNESS AT 11 A.M. engulfs the National Geographic Society's camp at Khartoum as giant telescopic camera (right) records the solar phenomenon.



MOON HIDES SUN at Khartoum for three minutes. Total eclipse is possible only because moon is exactly right distance from the earth to blot out sun.

One Look Tells You Why



NEW FAR-SIGHTED DESIGN — Sweeping vision front and back, over the hood, and to the very edge of each fender. That's Mercury—the spacious, safety-sure, Space-Planned car.

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TAKE a long, lingering look at this new 1952 Mercury. For it's new from the inside out—a car that challenges the automobile world to match it . . . a car that challenges you to drive it. That new Forerunner Styling grew out of 10 years' research, dares to be different. The results? Stirring new lines, *live* weight not dead weight, 17% greater visibility, and Space-Planned interiors. And that famous Mercury high-compression power is yours in even greater measure. For there's a far-advanced 125-hp, V-8 engine, the latest and finest in a line of action-packed economy champions. One look—one road test—and you'll never settle for less. See your Mercury dealer today.

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Lady Borden
PISTACHIO NUT
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*Here's the most refreshing new ice cream
you ever put a spoon to... Pistachio, with
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different, rich, and creamy!*

*Lady Borden Pistachio Nut Ice Cream—
in the round burgundy-colored package
the same as your year-round favorites—
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*All aboard
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*It's Elsie's good food line!**

* Borden's foods must be good — folks buy
more food packages carrying Borden's
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WORLD'S FIRST HOME TELEVISION SET pioneered by General Electric scientist, Dr. E. F. W. Alexanderson....a 3-inch console model that launched the "Television Era."

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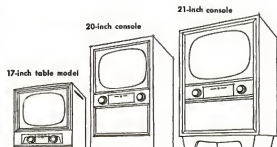
Compare the performance. Compare the price. Your choice of the world's finest sets at prices starting at \$219.95.*



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General Electric Company, Electronics Park, Syracuse, N. Y.

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LIFE'S COVER

Dale Strong, whose figure (36 bust, 24 waist, 34 hips) and face are among the more distracting sights in New York's nightclubs (pp. 101-106), thinks nightclub patrons like her "because I don't look hard." She is surprised that many chorus girls do not share the same ambitions she nurtures: she wants to play in movies, is studying ballet and soon will start taking dramatic lessons. In her spare time she roller-skates, reads romantic novels, goes to the movies and cooks exotic European dishes in her two-room apartment in midtown Manhattan. She is proud of her coquettish St. Jacques, "It's fish," she explains to her puzzled friends.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indicated in several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless other wise specified.

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ABBREVIATIONS: NOT, WITHOUT; CEN, CENTER EXC. EXCEPT; L, LEFT; R, RIGHT; T, TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN OBTAINED OR OBTAINING FROM THE ASSOCIATED PRESS.



and here's the Rice to use!

with Campbell's Tomato Soup

TOMATO-RICE RING

2 cans (1½ cups) Campbell's Tomato Soup

4 c. water ¼ c. grated onion
3 c. uncooked Carolina Brand Rice
Heat to boiling; soup, water and onion. Add rice; cook (covered) over low heat for 20 min.; stir occasionally. Remove from heat, uncover, allow to sit about 10 min., until rice absorbs remaining moisture. Pack in greased 1½-qt. ring mold. Set in hot water until ready to serve. Unmold on platter; fill center, & serve.



with Borden's Eagle Brand Milk

MAGIC RICE PUDDING

½ c. uncooked River Brand Rice
¾ c. boiling water 1½ tsp. salt
1½ c. (15-oz. can) Borden's Eagle Brand Sweetened Condensed Milk
½ c. raisins, if desired
1 tsp. vanilla extract
Put rice, water and salt in top of double boiler. Cover and cook over rapidly boiling water in Borden's Eagle Brand Milk and raisins. Continue to cook until mixture thickens, slightly (about 15 min.). Remove from fire, add vanilla and nutmeg.



with French's Mustard

CHEF'S CASSEROLE

1 c. cooked River Brand Rice ¼ c. milk
1 c. cooked fish ¼ tsp. salt
1 egg, beaten
1 tsp. melted butter or margarine
1 tsp. French's Mustard
1 tsp. French's Parsley Flakes
Combine all ingredients and pour into greased casserole. Top with buttered bread crumbs, and bake in a moderate oven (350° F.) for 45 minutes.
Serves 3-4.



with Del Monte Pineapple

CHICKEN RICE BOWL

1 c. uncooked Carolina Brand Rice
1 tsp. salt
¼ c. chicken broth or bouillon
1½ to 2 c. thinly sliced well-chilled uncooked chicken, cut in small strips
2 c. sliced celery
1 c. coarsely chopped onions
1 chicken bouillon cube dissolved in 1 c. hot syrup from pineapple
1 tsp. soy sauce
1 12½ can Del Monte Sliced Pineapple
Brown rice in 1 tsp. of oil. Turn into 2-qt. shallow casserole; stir in broth, salt. Cover, bake in moderate oven (350° F.) about 1 hr. Chicken is finished if rice goes too dry. Brown 10 vegetables, syrup-bouillon, soy sauce. Mix rice, pineapple, hot sauce, and vegetables. Heat, 2 to 8 servings.



RIVER BRAND RICE MILLS, INC.

New York, N.Y. • Houston, Texas • Memphis, Tenn. • El Campo, Texas • Eunice, La. • Jonesboro, Ark.



A TOAST TO GREECE AS ONE OF THE TWO NEWEST MEMBERS OF NATO IS PROPOSED BY IKE AS HE RAISES HIS GLASS TO KING PAUL (WITH BACK TO CAMERA)

IKE CAMPAIGNS—BUT IT'S FOR NATO

PHOTOGRAPHED FOR LIFE BY DAVID DOUGLAS DUNCAN

"I shall continue," said Dwight D. Eisenhower last Jan. 7, "to devote my full attention and energies to [my] vital task." Last week he was doing just that.

As commander of the North Atlantic Treaty Organization, he was campaigning in Turkey and Greece, helping these newest members (the 13th and 14th) of NATO mobilize their part of

the West's defenses. His trip followed close on the Lisbon conference, where the two eastern Mediterranean nations sat with the Atlantic powers for the first time. He moved with confident stride and a twinkle in his eye through Ankara, Istanbul, Salonika and Athens, inspecting troops, meeting commanders, performing skillfully the functions of a military diplomat.

He seemed altogether unconcerned about the other campaign, in New Hampshire, where Senator Taft's hard-hitting efforts to win primary votes was worrying Eisenhower supporters.

Ike knew that in Turkey and Greece, NATO had a strong right flank: between them the nations have more combat-ready divisions than all West European NATO countries combined.



IN ANKARA EISENHOWER LISTENS TO A DESCRIPTION OF ARMORED TRAINING SCHOOL OPERATIONS. CHIEF OF STAFF GRUENTHER IS SECOND FROM RIGHT

A SOLDIER-DIPLOMAT

Both Turkey and Greece, their modern armies developed with U.S. aid, were out to impress Eisenhower. The straight-talking Turks did it with military facts: they have 16 infantry and three cavalry divisions, six armored brigades, a small but potent navy, a fledgling air force. From army officers to the president (left), the Turks let the NATO commander understand that, after a dozen wars with Russia, they are not courting another, but they think they can deal out heavy punishment if Moscow makes trouble. Ike was delighted with their spirit, and the Turks liked Ike. Said one young captain, "He's our commander now." Leaving Ankara, the general called out, "*Merhaba arkadaşlar*



AMERICAN GREETING was a surprise to Ike, who did not expect American Legion post in Athens.

CONFERENCE IN ANKARA with Celâl Bayar, President of Turkey (at head of table), was conducted through an interpreter. Bayar is head of the Democratic party, which was swept into power in the May 1950 elections. An ardent supporter of the West, he was important in getting the Turks into NATO.

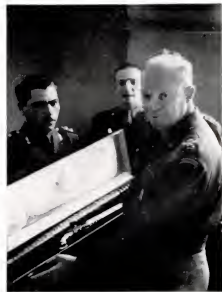


IN ATHENS, AS HE LEAVES ARMY SCHOOL, EISENHOWER THROWS A SALUTE TO ELITE CORPS OF CADETS LINED UP TO SEE HIM OFF ON A TOUR OF THE CITY

AMONG NEW ALLIES

(Good day, my friends.) The Turks, waving, cried back, "Sağol! (Long may you live!)"

In Greece the general stopped first at Salonika, where the civil war was being fought only three years ago, to inspect some of the Greeks' ten divisions, all impressively fit. At Athens, Ike was feeling so good that when members of an American Legion post formed by Americans in Athens (*below, left*) told him, "We're old soldiers," he snorted, "Look at me! I'm an old crock, but they've got me back in again." On the last day of the visit, Ike said in Athens, "Everything has been, I might say, progressive and not depressing, constructive and not destructive, encouraging and not discouraging."



GREEK GIFT of an historic sword and pistol was presented to general at Army Cadet School luncheon.

PARTY IN ATHENS arranged by King Paul and Queen Frederika (*center*) resulted in palace portrait. Guests included king's uncle Prince George (*lower left*), U.S. Ambassador Peurifoy and wife (*behind Prince George*), ex-Queen Helen of Romania (*right*). General and Mrs. Eisenhower are behind Frederika.



CONTINUED ON NEXT PAGE



MUSEUM VISITOR Eisenhower looks at Hittite relics taken from 4,000-year-old village near Ankara. Companion is wife of Turkish official in touring party.

Eisenhower *CONTINUED*

MUSEUM HOUND AND CAMERA BUG

"After watching the general operate in these two countries," wrote *LIFE* Photographer Duncan, "I realized he is something of a museum hound." On the same day he inspected the Turkish armored units training school in Ankara, Ike also wandered happily through the Hittite Museum (left), a repository of many priceless relics of Biblical kingdoms and peoples.

The next morning his plane, the *Columbine*, winged westward, carrying the Eisenhowers across the Bosphorus and over the Golden Horn to Istanbul. There the general was driven to see the Blue Mosque and 14-century-old Hagia Sophia (*LIFE*, Dec. 25, 1950), most magnificent of Eastern Orthodox churches. Under the vast Byzantine dome of Hagia Sophia, the general stood gaping and listening to a guide talk of Emperor Justinian, who built the church. Two days later in Athens, Ike went on another sight-seeing spree, visiting the Parthenon and other temples atop the Acropolis.

It was not in Athens but at Istanbul that Duncan took pictures that tell this story best. There, with a stereoscopic camera which takes pictures that can be viewed in three dimensions, the commander of NATO and presidential candidate *in absentia*, shed care and reveled in being a tourist.



SIGHTSEER Eisenhower visits the Sixth Century Church of Hagia Sophia (left) in Istanbul and cranes his neck to look at the paintings and mosaics near



the ceiling 180 feet overhead. Two days later in Athens he takes time to talk to a 5-year-old girl (center), then visits the Acropolis (right) for a view of the city.



PICTURE-TAKER Eisenhower gets a gleam in his eye (left) as he spots a likely subject in Church of Hagia Sophia, winds film of his stereoscopic camera. While



his party waits, he checks focus and lens opening (center) and then draws a bead on the minarets (right). For his feelings about his photography, see opposite page.





'THE BIG PICTURE': IT'S BLACK

Let's take a quick over-all view of the world situation, "the big picture." It is darker than you think.

Start with the U.S. It is income tax time, and most of us are preoccupied with that. Why not?—our taxes have reached a point where they take 27% of the national income. Yet this is not a year of sudden emergency; its demands are no different from what we can look forward to for years to come.

It is an election year. Therefore U.S. foreign policy, on which world freedom depends, becomes chiefly a matter of low-level argument and political calculation. There is less real public interest in the great issues than at any time since Munich, 14 years ago. Among our young people there is no crusading purpose; among all of us there is little sense of urgency.

The cold war? We are on the receiving end; the initiative lies elsewhere. The hot war? The long Korean negotiations have not brought a truce, but they have dangerously whittled away our military position.

In Europe there is the prospect of another Fall of France. The existing constitution of France just won't work. The franc has lost a third of its value in the past year. This means that the rearmament of Europe is seriously set back. It means that the unity of Europe is set back even further. For as France's strength ebbs, Germany's flows; this undermines the willingness of the rest of Europe to unite with either of them. Our best European friends—the De Gasperis, Schumans, Adenauers—are losing their grip. Nothing good is taking their place.

Britain, despite the "omen" of a new queen, is in the worst stage of its long postwar economic crisis. The British have just cut their rearmament effort by one third.

The whole Middle East has ceased to be governable by the old British and French arrangements. But the Arabs hate America too—especially Truman—on account of Israel. As for Israel, it is now a gloomy place.

Turn to the Far East. The exhausted French may have to quit Indo-China. And if Indo-China falls, we will soon see tested the prophecy that all Southeast Asia will follow. There the Communist momentum is so great that the Philippines, said President Quirino last week, are "practically facing isolation."

Throughout most of Asia the U.S. is distrusted or disliked. Outside Japan our firmest ally is the brave but poorly armed Chiang Kai-shek, and he does not relish his dependence on a Washington government that once deserted and denounced him.

Everywhere our policy both puzzles and alarms allies and neutralists alike. It is neither a "strong" policy nor one of appeasement. It brings us the advantages of neither—but the penalties of both.

This near-bankruptcy of U.S. policy makes fine campaign ammunition against the Truman administration. *LIFE* agrees with most of the criticisms of Truman and Acheson; in fact we were among the first to voice them. If Truman could be turned out of office tomorrow...! But he can't. So, what is to be done?

It is not enough to damn Truman. Within the next few months U.S. policy needs to undergo a drastic change, backed by a strong public opinion. Such a change will probably be forced on us—even before the elections.

The least we can suggest, therefore, is that leading Republicans take time out from politics and ponder this world situation. Let them prepare themselves for constructive participation in a solemn council with Truman and Acheson—if and when Truman gets off his high horse and asks for bipartisan help in a new approach to the struggle for the world.

Is it "unrealistic" to expect this? No doubt. Realism, then, predicts that the world situation will get worse and worse in 1952. When President Eisenhower, President Taft or President Whoever takes office, he may find himself and his country in one of the worst jams in U.S. history.

ANOTHER SUBSIDY? ALAS, IT'S NEEDED

Against this background of worldwide failure (see *above*), the President asks Congress for another \$7.9 billion to rearm and sustain our allies. Should such a huge sum be voted? Yes, for several reasons.

First, Mutual Security Aid is U.S. policy, our due share of the North Atlantic Treaty arrangements which we started and must see through. European rearmament is unsatisfactory, but without our aid it would probably be nonexistent, which would be worse.

Second, there is one hopeful item in the President's request: he wants \$650 million for Point Four. The precedents indicate this will be well spent. "Shirtsleeve diplomats" like Horace Holmes in India (*LIFE*, Dec. 31) and the ECA teams in Formosa, have shown underfed farmers how to raise their production by impressive amounts. Here is one Truman policy that is neither negative nor static; it deserves bipartisan support.

Third, that part of the program that seems most easily cuttable is a land mine; look out for it. We refer to the \$1.8 billion for "defense-supporting" aid to Europe, i.e. free exports not of military hardware but of food, raw materials etc. Senator Byrd, for one, wants to eliminate all free goods that can't shoot. On that, there are two things to be said.

Whatever form our aid takes, it will yield or free a certain number of dollars in Europe. These Europe is sure to spend chiefly on her basic dollar necessities, which are food and raw materials. The amount of aid, not its categories, is what matters. "Military" and "economic" aid are in practice inseparable.

We could separate them, perhaps, if we would do something

about a basic structural flaw in our economic relations with Europe. This is what used to be called "the dollar gap" before Korea drove it from the headlines. In those days (1949-50) we tried not just to fill the dollar gap but to cure it. ECA's policies of "integrating" Europe, increasing its productivity, stimulating its exports to the U.S.—all these were designed to help Europe *earn* the dollar imports on which it has come to depend. It was foolish of us to think we could suspend this reform effort just because of rearmament. The penalty for this folly is that we must now go on giving Europe what it cannot earn.

Can we ever get Europe off our backs? Of course we can; but it will take a whole new economic policy, one that recognizes the "dollar gap" as our problem as well as theirs. So far from helping Europe export, Congress has passed and refuses to repeal a ceiling on our imports of European cheese. We won't let European ships carry but half (at most) of our subsidized exports. We protect our "infant industries" against European competition in a hundred other ways.

A big creditor nation that won't import can't expect payment for its exports, ever. A crisis of economic honesty is in the making for the U.S. What keeps us from having to face that crisis is our continued subsidy to Europe. Whoever opposes this subsidy is asking for a very embarrassing debate.

The Administration has been too timid to ask for it; it is easier to ask for subsidies. The Republicans are not prepared to ask for it; their arguments are not in shape. Until some strong political faction dares face up to the full nonsense of our economic policies, subsidies are the best we can do.

PICTURE
OF THE WEEK



KANG KOO RI
AND HIS NEW FACE

This month, in thousands of U.S. churches, the sorrowing face of "the little boy who wouldn't smile" will be seen on a poster used for the 1952 Protestant United Appeal for overseas relief. The boy, 5-year-old Kang Koo Ri, had been photographed by LIFE's Michael Rougier in a Korean orphanage; he had been found near a battle area by the body of his dead mother. But today in Korea, Kang Koo Ri wears a different face. Recently Lieut. Kenneth C. Cooley, U.S. jet pilot, took this photograph of Kang, who, after months of care and loving-kindness, is once again able to break into the wide delighted smile of a happy Korean kid.



WITNESS Konow smiles at questions. After session she thanked committee for "thrill of my life."



TANKER *Kettleman Hills* (shown at launching) was one of two which traded with the Chinese Reds.



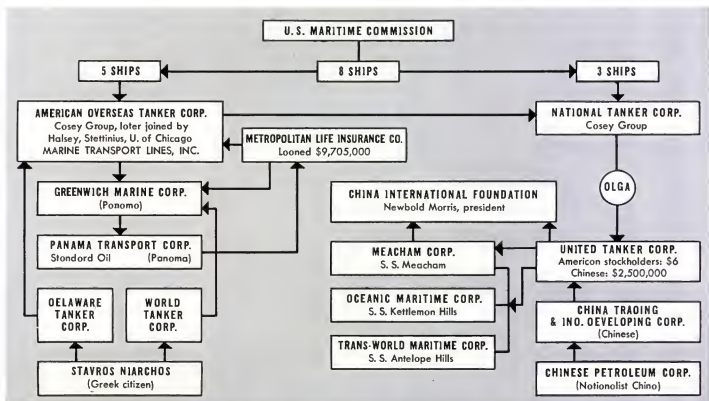
KEY MAN for Chinese interests (chart below) is Chung Ching Wei (center), officer in six companies.

THE OLGA BOAT SONG

The Senate's permanent investigating committee was wallowing in shipping charts and figures when its members sounded an ahoj at a sight which had them foregoing statistics and asking a lady's phone number. The sight was Olga Konow, New York ship broker known as "Oilboat Olga." She told them about her \$74,000 commission in the sale of three surplus tankers of eight which netted over \$3 million to a group formed by former Congressman Joe Casey, and joined by Admiral Halsey, late Secretary of State Stettinius and the University of Chicago. Olga said she

simply brought buyers and sellers together. As for money: "It never interested me where it came from; the main thing was that it was coming."

As Mrs. Konow left for Florida (opposite page), the committee returned to its maze of corporations (below), looking for tax evasion or violations of a ruling banning sale of U.S. tankers to foreigners. It was startled to hear charges that two tankers operated by Nationalist Chinese had been trading with Red China. As next witness it called Presidential Investigator Newbold Morris, head of a philanthropy which controlled these ships.



INTRICACIES OF SHIP DEAL are indicated in chart. Originally eight surplus tankers were bought from the Maritime Commission by the Casey group. With a loan of \$9,705,000 from Metropolitan Life, five (left half of chart) were bought in 1947 when the group's \$1,200 formed the American Overseas Tanker Corporation. American Overseas became associated with the Marine Transport Lines. They set up Greenwiche Marine Corporation in Panama. Greenwiche chartered the tankers from American Overseas for \$73,000 a month and rechartered them to Standard Oil of New Jersey's subsidiary Panama Trans-

port Corporation at \$183,000. Panama Transport, not subject to U.S. tax, paid charter fees direct to Metropolitan Life instead of through American Overseas, which would have had to pay U.S. tax. In four years the fees paid off the Metropolitan loan, and American Overseas-Greenwiche Marine sold the five tankers to the Delaware Tanker Corporation and World Tanker, both controlled by Greek citizen Stavros Niarchos. Casey group profit: \$2.8 million.

The right side of the chart follows the three other tankers. With \$1,000 Casey's group set up National Tanker Corporation, which bought the three ships in

1948. Olga Konow approached Casey on behalf of United Tanker Corporation. This is an "American-controlled" company whose American control was a \$6 investment; Chinese Nationalists had invested \$2.5 million. Olga obtained for United Tanker the three Casey-group ships, for each of which separate corporations were set up. Casey profit: \$450,000. Actual control of United Tanker and of three ships was given to the China International Fund, philanthropic student-aid foundation whose head is Newbold Morris. Operating control was still held by Chinese through China Trading and China Petroleum.



THE KONOW FAMILY gathers in Palm Beach, Fla. after hearing. Olga's son Magnus Jr., 3, and her daughter Alexandra, 17, sit beside her. Her husband Magnus is a Norwegian-born shipowner. Olga was

born in Austria-Hungary. Intrigued with the time her husband spent at shipping conferences, Olga acquired two T-2 tankers in 1945 which she incorporated into the American Viking Corporation. When she

heard United needed tankers, she sold them, making \$300,000. Her deal with Casey was her first brokerage experience. Magnus was unimpressed. "Any grocery clerk," he says, "could make money in tankers."



ROBBED, La Vere Redfield talked to photographer as another took picture of camera-shy victim.



CONNED by bone, dog had usually barked at strangers. Below: an investigator examines money closet.



THE COLLAPSE OF A GRANDSTAND IN BALTIMORE

One evening last week 7,000 people crowded into Baltimore's 5th Regiment Armory to see the Sonja Henie Ice Revue. Seated in wooden bleachers around the armory, the crowd waited

expectantly for Miss Henie to appear. Suddenly the thing that has worried everybody who has ever sat in a temporary grandstand happened. There was a splintering crack, and a big



← HAM BONE INVESTMENT PAYS \$2 MILLION

About noon on Feb. 29 burglars broke into the three-story Reno, Nev. house of Mr. La Vere Redfield, thoughtfully presented his Kerry blue terrier with a juicy ham bone and then perpetrated what was probably the biggest robbery in U.S. history: from a closet (left) they stole a safe which reportedly contained more than \$300,000 in cash and jewelry and another \$2 million in negotiable securities. Redfield, who disguised his wealth by wearing shabby blue jeans, was out having a lunch-hour fling at a local roulette wheel. Though reluctant to be

photographed, he talked freely about having made his pilfered pile in stock manipulation. A Reno banker—he also uses banks—estimated that Redfield had been worth as much as \$22 million. The police had few clues to go on: a crowbar and a cake of soap bearing the label of a Davenport, Iowa hotel. His loss tempered by the fact that the robbers had overlooked a suitcase packed with \$1 million more in securities, Redfield was touchingly grateful about one thing. "It really doesn't matter," he said, "as long as they didn't hurt my little dog."

URNS ICE SHOW INTO A SPLINTERED SHAMBLES

section of the grandstand and its screaming load crashed 15 feet to the armory floor. It was almost an hour before rescue crews extricated the last of the 275 hurt—none critically. "Sonja

Henie regrets this occurrence . . ." a voice sounded over the loud-speaker. Miss Henie's regrets increased as the lawsuits began with a \$25,000 claim by an injured Baltimore couple.



LATE HEIRESS Eleanor Morgan Satterlee was divorced from Milo Gibbs in 1918 and died in 1951.



BODYGUARDS watch over wounded Rosenblatt (above), Hoffmann (below), who now fears attack.

SHOTS COMPLICATE \$200,000 WILL CASE —→

One night in New York last week a man in a fedora fired three shots at a lawyer named Sol A. Rosenblatt, hit him once in the thigh, escaped in a car and added a touch of violence to a bitterly fought court case. The case concerned the will of Eleanor Morgan Satterlee and attracted universal attention because she was the granddaughter of the late J. P. Morgan Sr. Mrs. Satterlee had left most of her \$200,000 estate—after taxes—to Mr. Rosenblatt, who was her lawyer. She left a painting to Dr. Richard Hoffmann, her psychiatrist. In court lawyers for

her sister, Mrs. Mabel S. Ingalls, protested that Rosenblatt and Hoffmann had "used undue influence" on Mrs. Satterlee, called witnesses to say Mrs. Satterlee was not entirely competent. One witness said that at 17 Eleanor could barely count her fingers. Another said her plan had been to give the money to Rosenblatt, with whom Mrs. Satterlee was "infatuated." But another witness insisted Rosenblatt had asked her not to leave him her money. At week's end there were no clues to the motive for shooting.

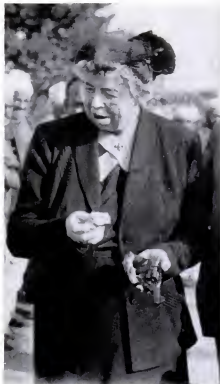




PAKISTAN SHAWL called a *dopatta* is draped around Roosevelt smile. Shawl was given to Mrs. Roosevelt by women's group at a Karachi reception.



PAKISTAN NECKLACE six feet around and plated with gold is presented to Mrs. Roosevelt by Lahore branch of All-Pakistan Women's Association.



PAKISTAN REVOLVER is gift of tribesmen in Khyber Pass on the Afghanistan border. As she carries gun, Mrs. Roosevelt eats a piece of native bread.

'ZINDABAD!' FOR MRS. ROOSEVELT

Pakistan, India shout welcomes

Eleanor Roosevelt, 67 and still unstoppable, was off on another vigorous visit to the other side of the world. This time it was a week in Pakistan and a month in India. The tour was unofficial, but as a member of the U.N. Commission on Human Rights she represented both the U.N. and the U.S. to the two countries.

When she arrived by plane in Karachi 10,000 cheering Pakistanis watched her climb into a cart and ride off behind Karachi's tallest and handsomest camel at the head of a 127-camel-cart procession. During the next seven days she

was loaded with gifts (*above*) and, as the guest of the All-Pakistan Women's Association, she visited the maternity clinics and home industries and reviewed the women's national guard. In a country where women are traditionally subjugated, Mrs. Roosevelt made everyone feel that women were really important—and then she was off to the next country.

In India, where there is bad feeling toward the U.S., there was only goodwill toward Eleanor Roosevelt. At New Delhi she addressed the Indian Parliament and, though some members



AMERICAN FOLK DANCING delighted everyone when Mrs. Roosevelt gave a lesson at reception in Lahore, Pakistan. She wore shoes, but partner is barefoot.



INDIAN SPINNING WHEEL left Mrs. Roosevelt pleased but puzzled when she inspected Gandhi's favorite symbol in colony where Indian leader often stayed.



INDIAN GARLAND of flowers, a traditional greeting, is worn by Mrs. Roosevelt at press conference on her arrival in New Delhi from her Pakistan tour.

had difficulty understanding her accent, there was no misunderstanding her friendliness. At Bombay, with her talent for the appropriate dramatic gesture, she introduced herself to the city by standing with head bowed and hands folded in the ancient Hindu greeting. For five minutes she held the pose as the crowd chanted, "Eleanor Roosevelt Zindabad!" ("Long Live Eleanor Roosevelt!"). By the end of the week, as the exhausting tour whirled on, her physician had a virus infection and her secretary was ill, but Eleanor Roosevelt was feeling great.



AT GANDHI SHRINE in New Delhi Mrs. Roosevelt approaches in stocking feet to place a wreath.



REPLACING SHOES after her visit to Gandhi's shrine, Mrs. Roosevelt gets assistance from Indian.

As a sign of respect at India's holy places, visitors take off their shoes before entering the sacred area.



CURB SERVICE is extended to Lincoln's patients via tube which carries spray to automobile at curb.



DEFENDER, Sen. Tobey, shakes a fist as he blasts the medical society at Washington press conference.



SEATED BESIDE DR. LINCOLN, MRS. GERALDINE BOWMAN INHALES SPRAY TO TREAT HER COLITIS

REACTION TO A 'UNIVERSAL REMEDY'

Medical society asks doctor to resign, a U.S. senator defends him

Every day for the past three years pathetic processions of desperately hopeful people have crowded through Dr. Robert E. Lincoln's small residential clinic in Medford, Mass. Some of them were cancer victims. Some had advanced tuberculosis. Others suffered from arthritis, eye diseases, skin conditions and abscessed teeth. Whatever their affliction, they all got the same treatment: a nasal spray (or gargle, or eye-wash) with one of Dr. Lincoln's two special medicines. The cost was small—\$1 to \$5 per patient—and the doctor would take anybody who wanted his help. His patients came to think of Dr. Lincoln as a hero and a savior. His professional colleagues thought otherwise. Last week, after a careful investigation of his methods and claims, the Massachusetts Medical Society asked Dr. Lincoln to resign.

During the first part of his 25-year practice in Medford, Robert Lincoln was a little-known general practitioner. About five years ago, studying the germ *Staphylococcus aureus*, which can cause sinusitis, Lincoln came across two strains of virus which, according to him, attack and kill the harmful bacteria. He began using these two bacteriophages (bacteria-killers) to treat sinusitis and grippe. Only then, he says, did he discover that the treatment helped clear up a host of other ailments. After testing his phages on many illnesses he decided that he had stumbled upon a new medical principle: that the germ staph aureus was in some way responsible for most disease and that consequently most diseases could be controlled by

attacking staph aureus with a phage. Lincoln proceeded to treat thousands of patients, claiming good effects right down the line. A lot of his patients claimed good effects, too. One of these was Charles W. Tobey Jr., son of New Hampshire's veteran senator, who believes that Lincoln's treatment has helped his recovery from cancer, and has teamed up with him to form the Lincoln Foundation, an organization set up to produce the Lincoln phages.

But, despite glowing tributes from satisfied patients, some of which were read into the *Congressional Record* by the senior Tobey, the Massachusetts Medical Society began an investigation of Lincoln's theories and practice. Among the many cancer cases he had treated they found not one in which they could see definite improvement attributable to the phage medication. Out of one group of nine tuberculosis cases reviewed, only two patients showed any improvement (due, says the society, to previous treatment), five are worse, two are dead. Hundreds of other cases involving less serious ailments were examined, with similar results. The society asked for Lincoln's resignation. Dr. Lincoln refused to resign and promised "a damn good fight." Senator Tobey called in reporters to tell them that he was "fighting mad" and would call for a federal investigation. The National Research Council announced that it was willing to run tests on the phages if Lincoln would make them available. Lincoln's patients, confused but unable to give up hope, still crowded into the little clinic in Medford.

From Early
Colonial Days...



The kettle on the cozy hearth
Gently bubbling away,
Assured fine Chicken Noodle Soup
A welcome any day!

the Soup that's brimming with **GOOD EATING**

Chicken Noodle Soup...
made in the time-tried way...
with plenty of chicken and noodles

To Americans in every generation, good soup has always meant enjoyable and satisfying eating—and none more so than chicken noodle. Its honest, homey character made it a favorite soup in Colonial times . . . has kept it a favorite ever since.

Today, as Campbell's make it—faithful to tradition—this grand soup holds the same good eating, the same nourishment. There's the taste of fine chicken in the broth . . . with hearty egg noodles and tender pieces of chicken. Whatever the meal, lunch or supper, Campbell's Chicken Noodle Soup is sure of a welcome at your table. So always have some on your kitchen soup shelf.

Campbell's

CHICKEN NOODLE SOUP





"Sw-well He-Man Dinner Mom
can fix in minutes—19¢ a plate!"



Fish 'n' Fries

2-STEP RECIPE

1. Empty a package of golden, slender slices of Birds Eye French Fried Potatoes onto a cookie sheet or pie pan. Put 'em in the oven to heat and crisp.

Birds Eye has already deep-fried these slices of prize Maine potatoes in sweet, fresh vegetable fat.

2. While the French fries are crisping up, pan-fry the sweet, white, boned fillets of Birds Eye Ocean Perch.

When they're brown on both sides and juicy-delicious between sides, rush them to the table with the French fries. **WOW! What eatin'!**



"Birds Eye Ocean Perch
Taste like you just caught them!"

Snatched from the ocean, rushed ashore, cleaned, boned, quick-frozen while the tang of the seas clings to them.



"Birds Eye French Fries are thinner, crispier, eating-er!"

Exactly thin enough to heat up crunchy.

Exactly thick enough to melt nicely-mellow in your mouth.

...and it isn't BIRDS EYE unless it's marked BIRDS EYE!



MOM SAYS, PLAY SAFE!

Don't fool around with matches! Don't leave toys on the floor for grownups to fall over! Don't climb on kitchen shelves —use a safe step ladder!



↑ Buy both for tonight's supper ↓



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LIFE ON THE NEWSFRONTS OF THE WORLD

France spins into another government, Reds get a U.S. general's diary and Connally gets embarrassed



LONELY MR. PINAY AWAITS THE OUTCOME OF A VOTE

France tries again

Last week, for the twentieth time since her liberation in 1944, France had a new premier, Antoine Pinay. Although M. Pinay had as many friends as any man, he was in a larger sense fully as lonely and forlorn as he looked (above). France was in a downward spiral at the bottom of which was collapse—collapse of government, of money, even of will, and it was his task to try to stall it off awhile.

Like all other French premiers since the war, 60-year-old M. Pinay got into office because he had managed to pick up enough votes from the splinter parties to get a parliamentary majority—he needed 313, and squeaked by with 324. But among Premier Pinay's votes there was a vital block of 27 that came from an unexpected source. The ultraconservative, sternly disciplined party of General Charles de Gaulle (115 votes), which hitherto has opposed or refused to support all other French governments, had suddenly and dramatically split.

For years General de Gaulle has striven mightily to become premier. The suffering of his country has never distracted him from this single aim. "Our coming to power can be the only logical consequence of increasing misery," he said last week. But apparently at least 27 of the general's followers could no longer stomach this. In the hope of sparing their country what suffering they could, they bolted De Gaulle and backed Pinay. Their support and the opposition of the Socialists gave Pinay's government a new flavor. The other coalitions have been left of center; Pinay's is to the right.

At week's end Pinay had not advanced any sound ideas for solving France's big problem: how to raise money to pay for defense expenditures. The best he could do was suggest that some funds might be gotten by squeezing tax dodgers. Meanwhile General de Gaulle sat back to wait.

In Durban, South Africa, Manilal Gandhi, 59-year-old son of the late Mahatma, was practicing an old family custom. On March 7 he began a fast, scheduled to last for three weeks, during which he will consume nothing but water. In protest against South Africa's race segregation laws.

Shining example

James J. Moran, ex-first deputy fire commissioner of New York City and one of the brightest stars presented by the Kefauver Crime Committee during its 1951 New York appearance, was about to fade away like an old cowboy on a TV film. On March 4 he was sentenced to a 15-to-28 year term after being convicted on 23 counts of extortion and one of conspiracy. (He already had drawn five years for perjury.)

From 1946 to 1950 Moran, a bosom pal of William O'Dwyer whom the ex-mayor called his "confidential adviser," was the organizer and chief beneficiary of a \$500,000-a-year shakedown racket within the city's fire department. His chief method of operation was to charge the city's oil-burner dealers an extra fee for installation permits. (Moran practiced no discrimination and once, during a short-lived fit of absent-mindedness, he even tried to put the shake on a personal friend of the fire commissioner himself. This did not work.) In his final address to Moran the judge

who sentenced him called him "a shining example of everything a public official should not be." The judge, who found "no evidence of wild or profligate spending on wine, women, song or gambling," would like to know what Moran did with the money. Not one cent has been found.

Senator Estes Kefauver, whose investigation of gambling and corruption started all the trouble for the unfortunate Mr. Moran (above), was campaigning in New Hampshire. Walking into the Hillsboro County Courthouse in Manchester, he used his familiar Honest John approach. "I'm Estes Kefauver of Tennessee," he said to two men who were lounging in the corridor. "I'm running for President of the United States. I hope you'll give me your support." Both men were convicted gamblers awaiting trial.

The conspirators

Pierre Samuel du Pont de Nemours, a political refugee, came to the U.S. from France in 1800 without much money. But he had two great French virtues, thrift and love of family. After 152 years Pierre's descendants still have these virtues at least to some degree, and the continued use of them has made the family not merely rich but astonishingly so. No one knows to the penny how much money the Du Ponts have or control, but the figure is far in excess of \$6 billion.

That one family should have so much has long irked the government, which has been filing suits against the Du Ponts for years. Last week the government filed another action, designed to make 186 Du Pont defendants in an antitrust suit. Four companies controlled by the family (General Motors, E. I. du Pont de Nemours, U.S. Rubber and the Christiana Securities Company) have aggregate assets of \$6,072,048,199. The legality of the suit is something the courts may take years to determine, but the basic facts are simple. The family got its money legally—in the old days it was accused of indecent profiteering, but later it built the Hanford atomic bomb plant for the government and charged a fee of exactly \$1 a year. The family hung on to its money—it did not give it away just because the government said it had too much. Thus the issue boils down to this: do getting and keeping constitute a crime? If so, the U.S. has some unusual public enemies. Of the 186 potential defendants, 61 are children. The youngest, as one of the heads of the family last week pointed out, is Alletta du Pont Bredin, "a hardened conspirator of eight months."



HARDENED CONSPIRATOR ON LAWN AT FLORIDA HOUSE

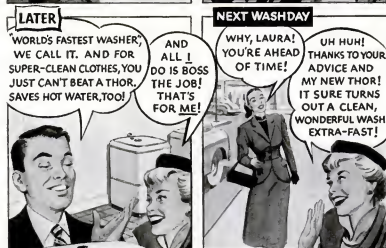
Back and forth in Korea

In Korea, U.N. truce negotiators said that the Reds hold 173 more Allied prisoners than they have admitted holding. Their names, the U.N. said, have turned up in propaganda broadcasts and letters but not on "official" Red-supplied lists. The Reds made no reply, but the U.S. was sufficiently sure of its information to notify next of kin at home.

they don't call me

Late Laura

any more!



Thor*

SPINNER WASHER
for faster, cleaner, thriftier washes!

- Saves time! Does a full week's wash for average family in just 1 hour.
- Hydra-Swirl washing action! Washes clothes cleaner, faster—yet softer!
- Saves hot water! Up to 27 gallons every washday for family of 4!
- Overflow rinse! Flouts soil and suds off top, not down through clothes.
- From suds to spin-dry in a single tub! No lifting! Your hands never touch hot water!

FULL 5-YEAR GUARANTEE!

Ask your Thor dealer for details and a demonstration. His name's in your classified phone book.

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In their turn the Reds accused the U.N. of indulging in germ warfare and demanded that pilots who have dropped bacteria in Manchuria be punished. Accustomed to fantastic charges, the U.N. wearily denied this—Eight Army medical officers speculated that the accusation was a cover-up for outbreaks of typhus behind Red lines.

On March 8 the U.N. said the Reds were holding Allied prisoners in camps outside Korea—a Communist prisoner had reported that about 1,000 Allied men, including Americans, were in a camp in Manchuria. The Reds still say that all prisoners are held in North Korea. Behind the stalemate at the conference table lay the stalemate on the battlefield. The U.N. knows the Reds have defenses many miles in depth, and that to breach them now may cost as many as 40,000 casualties. The Reds apparently think the U.N. does not have the will to try.

Moscow, bleeding East Germany's economy to death, decided the blood was not flowing fast enough. Claiming that reparations shipments were below standard or had failed to arrive in time, the Reds last week fined the East Germans \$33 million which they will have to pay in goods.

The U.S. loses . . .

On March 6 the Army revealed that the diary of one of its general officers, Major General Robert W. Grow, had been stolen, photographed and published by Communists in East Germany. The diary, which the Communists filched while Grow was in Frankfurt last year, contained some highly embarrassing and highly indiscreet entries. "War! As soon as possible! Now!" Grow wrote. "It seems to me the time is ripe for a blow this year. . . . We must start by hitting below the belt. This war cannot be conducted by Marquis of Queensbury rules."

The U.S. will suffer a great propaganda loss because of General Grow's words. The Reds have always claimed that the U.S. secretly intends to start a war and that friendly speeches, like the President's (below), are merely a mask. The diary, in their hands, will tend to "prove" this.

Last week two congressmen demanded a general court-martial for Grow. In the week's biggest understatement, one of them said, "It was not at all smart of the general." Sadly, it may soon be forgotten that Grow is a fine combat officer who ran up an excellent record as commander of the 6th Armored Division in Europe during World War II.



MAJ. GENERAL GROW

. . . And the U.S. gains

On March 4 President Truman dedicated a potent new weapon in the world-wide propaganda battle. The weapon was the Coast Guard cutter *Courier*, which is armed with a gigantic 150,000-watt medium-wave transmitter, three times more powerful than the largest in commercial use in the U.S. Its signal can be heard clearly 1,000 miles away. Sailing in neutral waters as close to Communist countries as possible, the *Courier* can send Voice of America broadcasts through the Iron Curtain at will—the ship will not stay in one place long enough for the Reds to get their jamming equipment in operation.

"We have no quarrel with the people of the Soviet Union," the President said. "There are no differences between us that cannot be settled if your rulers will turn from their senseless policy of hate and terror and follow the principles of peace."

Before the Chicago Medical Society, Dr. Norman F. Miller, chairman of the Department of Obstetrics at the University of Michigan, aimed such a blast at modern hospitals that the society vainly asked its public relations man to keep it quiet.

"Most young mothers are basically healthy," Dr. Miller said. The young mother wants rest, but "at some absurd hour in the early morning she is awakened. The technique used for this cruel intrusion may be a thermometer inserted in her mouth, a pitcher of ice water placed on her table or orders to get washed and readied for breakfast which commonly arrives an hour or two later. Any attempt to snatch a brief rest during the remainder of the day is likely to end in disappointment due to the parade of the YIPs . . . the baby, the nurse, the nurse's aid, the room duster, the toilet polisher, the floor mopper and the doctor. . . . I sincerely believe this has come to be one of the most serious bugaboos of hospital life."

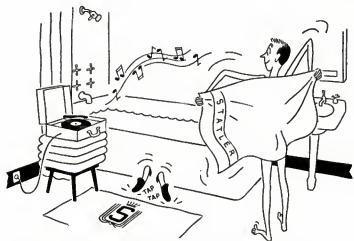
CONTINUED ON PAGE 9



1. Ted and Toni, dancing stars of television shows,
Waltzed through the Statler's door one day, and said: "We want repose,
That's why we're back at Statler, for peace and rest it's grand,
And guests are sure that, day and night, each wish is a command."



2. "I wish for one fine Statler bed," said Teddy with a yawn,
"I'm tired as any man can be who's rumbaed till the dawn.
Eight hundred thirty-seven springs will lull me right to sleep,
Without the need of counting flocks of jitterbugging sheep."



3. "Our dancing's fun but hard work, too," said Ted with happy grin,
"So when my muscles ache and groan and I feel all done in,
A steaming tub with water hot helps wash my pains away,
And how I love those snowy towels that rise in bright array."



4. "The Statler food is wonderful," and Toni danced a tap.
"At breakfast, lunch and dinner, we eat up every scrap.
For Statler meals are custom-cooked and served when piping hot,"
"And one more thing," Ted added, "You always get a lot."



5. That night, the dancing couple took a "husman's holiday,"
And danced to Statler's famous band with music bright and gay.
Then as the evening ended, they said: "For fun and rest,
Come check in at the Statler, where you really are a guest."



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT
CLEVELAND • ST. LOUIS • WASHINGTON

★
ANOTHER GREAT NEW STATLER • LOS ANGELES
(READY FOR OCCUPANCY JUNE, 1932)

This EMBLEM means DELIVERY GUARANTEED

by F.T.D.



WHEN YOU Say it with Flowers-By-Wire

You know your order gets there . . . when you rely on your F.T.D. FLORIST. It's easy to recognize him. Just look for the famous F.T.D. MERCURY EMBLEM. 18,000 leading florists all over the world are members of F.T.D. and INTERFLORA. When you think of flowers, think of F.T.D. Look for the shops that display the F.T.D. MERCURY EMBLEM. It means **GUARANTEED DELIVERY**, and...

• **TESTED SERVICE.** Trained shoppers make regular rounds of F.T.D. Shops, placing various types of Flowers-By-Wire orders. These orders are carefully

checked by F.T.D. Headquarters, to keep every Member-Florist on his toes.

• **SELECTED MEMBERSHIP.** Only first-class Florists...leaders in their communities are admitted.

• **40 YEARS OF DEPENDABLE SERVICE** make F.T.D. the oldest, as well as the largest, organization devoted to the delivery of **FLOWERS-BY-WIRE**.

• **5,000,000 ORDERS LAST YEAR** mean that F.T.D. FLORISTS delivered Flowers-By-Wire on an average of almost 14,000 times per day.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Headquarters: Detroit, Michigan

NEWSFRONTS CONTINUED

A conscientious citizen's reward

On Feb. 18 Willie Sutton, the big bank robber, got pinched in a strange way (LIFE, March 3). A Brooklyn pants salesman named Arnold Schuster, who had never seen Sutton before, spotted him in the subway, told the cops, and that was it. Schuster figured he was in line for a \$70,000 reward, although it turned out that all anybody would pay for Willie was \$25 (a standard reward from one of the jails Willie had broken out of). Still, Schuster had a few days in the sun. New York Police Commissioner George P. Monaghan publicly congratulated him and said that if other public-spirited citizens would render the same intelligent assistance, the police's burden would be a great deal easier.

On March 8 the body of 24-year-old Arnold Schuster was found by neighbors in a deserted Brooklyn street 100 yards from his home. There were two bullets in Schuster's body and two in his head—one had been fired through each eye.

Willie Sutton heard the news in jail. "This sinks me," he said.

In Houston, Texas 40-year-old Mrs. Betty Calamusa filed for her 14th divorce and said she was thinking of marrying again. "I'm not interested in breaking records," she said. "All I'm interested in is love."

Mrs. Calamusa was first married at 15 to a middleweight boxer. After that she married a Cherokee Indian, an FBI agent, a saxophone player, an Air Force man, a shoe merchant, an auto distributor, an undertaker, a machine company executive, another Air Force man and a soft drink salesman. She remarried three of the above. "All of them were good looking men who made a good living," she said, "but they were just too jealous. I think most of them still love me. I get birthday cards from them all the time. But I guess you might say I'm too jekle."

"Nye" Bevan's revolt

When a decent interval had passed after King George's death, the British Labor Party arose to attack Winston Churchill. He had, they said, committed Britain to support possible U.S. air attacks on Manchuria—if things got rough in Korea—and this was a bad thing. Churchill demolished Labor's position by pointing out that the Laborites themselves had quietly made such an agreement long before he came to office.

This put the Laborites in an extremely embarrassing position, and some of them figured that since they had already lost so much face, a public family brawl could not do much more harm. So when it came to a vote on the rearmament program, which the Laborites themselves had framed while in office, the trouble began. Aneurin ("Nye") Bevan, leader of the neutralist anti-American radicals within the party, cast his ballot against the rearmament bill and pulled 33 of his followers (and 15 Laborite pacifists) with him. The revolt meant little as far as rearmament went because last week Churchill's party won anyway, but it meant a great deal to Labor. Left-winger Bevan wants to unseat Clement Attlee and take over the party; here was a direct challenge.



"NYE" BEVAN

At the moment Attlee could put down the revolt easily. He had 255 votes to Bevan's 40. But the fact that the challenge had been issued indicated grave trouble for Labor. It meant that in the immediate future Churchill will have smooth sailing—at any crucial juncture, he can capitalize on Labor's schism to carry his points. In the future Labor must choose between the moderate socialism of Attlee and the riot-roaring socialism of Bevan. Aware of this, Attlee prepared to have it out. At week's end he was reported ready to issue an ultimatum to Bevan and his boys: submit to party discipline on major votes or be subject to expulsion.

Senator Tom Connally of Texas has a growing reputation for testiness. Last week, just before he helped shelve Hawaii's hopes of statehood, he opened his mouth a little too wide: "I think I am a better American than a great many people who live in Hawaii."

In Honolulu angry Hawaiians collected \$5,000 to send a delegation to Washington to confront Senator Connally. Included were some veterans of Hawaii's famous 442nd Regimental Combat Team, which rescued a Texas battalion surrounded by Germans in 1944. Some of the 442nd's veterans, in fact, are honorary citizens of Texas.



Time out for Schlitz

It may take a little time for the lady to decide, but her husband has already made up his mind. He's for Schlitz Beer . . . first, last and always—because it has a light, bright, satisfying taste no other beer has ever matched. Millions of people share this opinion. In fact,

**Schlitz tastes so good to so many people,
it's first in sales in the U.S.A.**

RADIO HEADLINER: "The Halls of Ivy," with the Ronald Colmans, Wednesdays, NBC
TELEVISION HIT: "Schlitz Playhouse of Stars," Fridays, CBS-TV



Famous Lenten Hot



Ann Pillsbury's HOT CROSS BUNS

BAKE at 400° F. for 15 to 20 minutes.
MAKES 16 buns.

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Combine... $\frac{3}{4}$ cup raisins
$\frac{3}{4}$ tablespoons chopped citron
2 tablespoons sugar
$\frac{1}{2}$ teaspoon cinnamon</p> <p>Dissolve... yeast in 1 cup water as directed on Pillsbury Hot Roll Mix package.</p> <p>Add..... Hot Roll Mix mixture immediately. Blend well. Grease top; cover.</p> <p>Let rise.... in warm place (85° to 90° F.) until double in bulk, 30 to 60 minutes.</p> | <p>Shape..... dough into 16 buns; place on greased baking sheet and cover.</p> <p>Let rise.... in warm place until light. (If desired, combine 1 egg white and 2 tablespoons cold water and brush over tops of buns.)</p> <p>Cut..... a cross in top of each bun with scissors.</p> <p>Bake..... in moderately hot oven (400° F.) 15 to 20 minutes.</p> <p>Combine... $\frac{2}{3}$ teaspoons milk
$\frac{1}{2}$ cup sifted confectioners' sugar and
$\frac{1}{4}$ teaspoon vanilla. Drip over hot buns, filling crosses.</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

*They're extra
tempting - 'cause
they're* **RICH
WITH RAISINS**

CALIFORNIA RAISIN ADVISORY BOARD
FRESNO, CALIFORNIA

Delight Cross Buns

*...Rich with Raisins and easily made
with Pillsbury Hot Roll Mix*

Basket of beauties, aren't they? Light. Luscious. Lavish with plump, flavorful California raisins. Your family will make quick work of these hot cross buns. And so will you. With Pillsbury Hot Roll Mix you simply dissolve the fresh-acting

yeast, found inside the package, in water—then stir in the mix. (Three minutes from package to dough all ready for rising.) Sounds wonderful—and is. Your grocer now has both the raisins and the Pillsbury Hot Roll Mix. Go and get some today!



Pillsbury Hot Roll Mix

WITH FRESH-ACTING YEAST

Serve them
"Plain"



See why Hunt's are the heavenly peaches! Store a can in your refrigerator—ready in a jiffy for breakfast or dessert. Flavor's heavenly... price is down-to-earth low.



Serve them
"Fancy"



Get delighted Oh's and Ah's with this Heavenly Peach Cobbler. The recipe's easy. Easy on your food budget, too. For Hunt's are the luscious, quality peaches at the low, low price!



Hunt's
Heavenly Peaches
at down-
to-earth-
prices!



HEAVENLY PEACH COBBLER

1 recipe for baking powder biscuits

1 No. 2½ can Hunt's Peach Halves

Butter Nutmeg Milk

Roll biscuit dough ¼ inch thick. Cut into ¾ inch strips. Cut Hunt's Peaches in quarters. Place in greased baking dish with syrup. Dot with butter. Sprinkle with nutmeg. Arrange strips of dough lattice fashion on top of peaches. Pinch edges of dough securely to edge of pan. Brush with milk. Bake in hot oven (425°F.) 18 to 20 minutes or until done. Makes 6 to 8 servings.

Hunt—for the best

Hunt Foods, Inc., Fullerton, Calif.



145-LB. MODEL OF EXPERIMENTAL XP5Y-1 SEAPLANE WARMS UP FOR TEST FLIGHT AS FULL-SCALE, 60-TON PROTOTYPE (BACKGROUND) UNDERGOES A CHANGE

TEST PLANES WITHOUT TEST PILOTS

Radio-controlled flying models provide a safe, cheap means of developing new water-based aircraft

The usual procedure for finding out how a newly designed airplane will perform is to build a full sized prototype and get someone to fly it. This system is costly in time and money and, when things go wrong, in human life. To by-pass this hazardous and expensive procedure Consolidated Vultee Aircraft Corporation has built a fleet of miniature radio-controlled planes which are flying models of new types of Convair flying boats. Each is so perfectly scaled in every detail from engine to rudder that it performs both in the air and on the water almost exactly the same way as its full-sized counterpart. Thus complete data on both its floating and its flying characteristics can be determined before the first full-scale ship is even built.

When a flying-boat model is ready to be tried out it is stuffed with about 100 pounds of flight instruments and recording devices and placed

on a quiet estuary of San Diego Bay. One or two engineers hang onto its tail until its miniature gasoline-fueled engines are warmed up (*above*). Then, guided by ultra-high-frequency radio signals from the shore, it takes off, performs its maneuvers at an altitude of about 20 feet and quickly returns for a landing on the bay. Motion-picture cameras monitor the entire flight.

Sometimes the miniature test flight proves that a certain violent maneuver is entirely safe for the plane and can henceforth be added to its approved repertoire. Sometimes the model fails in its test and crashes, revealing a fatal flaw in the design at small cost and no loss of life. Most notable result of the project thus far: the model seaplanes have proved, contrary to an old belief, that flying boats can be built that will operate at speeds above that of sound.



SEAPLANE MODELS represent four-engine patrol bomber and six versions of jet flying boat, Skate.

it's
Quiet...

LISTEN—NO ROAR!



it's
Powerful

FEEL THAT SUCTION!



**no dust bag
to empty!**

- **No head-splitting roar!** Just a gentle purr! Compare Lewyt with any other vacuum cleaner! It's quietest of them all!
- **Feel that suction!** Lewyt's over-size motor with its terrific suction power gets deep-down dirt! Famous No. 80 Carpet Nozzle picks up lint, threads, cat and dog hairs—all with less rug wear!
- **No muss! No fuss!** After Lewyt picks up dirt you never see, touch or breathe it! Just toss out large paper "Speed-Salt" several times a year!
- **Allergy-proof filtering system!** Hospital-safe! Lewyt triple-filters the air! No unhealthy dust escapes!
- **Sits in center of room!** Pivots in all directions! Cleans floor-to-ceiling! No tugging or shoving!
- **Does all your dusting!** Suction-sweeps bare floors, linoleum; brightens fabrics; cleans radiators; sprays paint and waxes; de-moths closets!
- **Video-pak prevents radio-TV interference!** Lewyt backed by 63 years of precision manufacturing and written Guarantee!
- **Costs no more** than ordinary cleaners! See the Lewyt today! Featured in over 10,000 stores coast-to-coast! Look for the Authorized Lewyt Dealer nearest you listed in your Classified Telephone Directory!

• **Complete with 7 work-speeding attachments!** No extras to buy! You get famous No. 80 Carpet Nozzle; Dusting Brush; Crevice Tool; Floor and Wall Brush; Upholstery Nozzle; Power Sprayer; and Moth Smufficator.



STOP AT THIS DISPLAY
for just 10 seconds and let
your dealer show you the
revolutionary advantages
of the Lewyt Vacuum
Cleaner!



Listed by Underwriters'
Laboratories



THE BRAND NEW 1952

LEWYT

WORLD'S MOST MODERN VACUUM CLEANER

FREE! Write today for colorful 16-page booklet "Home Cleaning Made Easy"

LEWYT CORPORATION, DEPT. 3, 70 BROADWAY, BROOKLYN 11, N. Y.

Test Planes CONTINUED



LAUNCHING THE SKATE, engineers hold back the miniature craft as they start up its two undersized jet engines with a blast of compressed air.



FLYING THE XP5Y-1, pilots operate radio controls with which the model is put through its paces. This model flies one third as fast as full-sized XP5Y-1.



LANDING, XP5Y-1 glides across San Diego Bay. Performance on water reveals hydrodynamic qualities just as flight shows aerodynamic character.



The Kampfe Brothers knew a good thing

Their "Star Safety Razor" Changed the World's Shaving Habits

Back in the "Eighties," shaving by gas light with a straight razor was an operation that required plenty of time, skill and caution. Richard and Otto Kampfe of New York thought that a razor with a *safety guard* might be a good thing. They made one—

of metal and a good measure of American ingenuity. This was the world's first "safety razor" — an invention that made the brothers a fortune. Their razor sounded the eventual death knell of fancy beards, sideburns and mustaches, and made life simpler for self-shavers the world over!



If you know a good thing in whiskey...

you'll instantly recognize the superiority of **HUNTER**, long famous as America's luxury blend. Its flavor is so distinctive that no one has been able to copy it in over 92 years.

Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% grain neutral spirits.







ON RENTED HORSES (\$2.30 EACH) AND GUIDED BY INDIANS, TOURIST CARAVAN MAKES WAY TO SUMMIT AMID DEAD TREES ON SLOPE COVERED BY VOLCANIC ASH

MEXICO'S PET VOLCANO

Tourists pay out a pretty peso to see Parícutin make a terrible uproar without hurting anybody

Active volcanoes are often dreadful nuisances and should be given ample elbow room. This is not the case, however, with Parícutin, a lively 9-year-old volcano in Michoacan state, Mexico. True, as a baby, Parícutin did swallow up a village, ruin nearly six square miles of cornfields and build a mountain of lava. But it made up for this bumptiousness by never killing anybody and by obediently stopping its lava flow short of crosses planted by Catholic pilgrims. Even better, Parícutin permits visitors within 1,300 yards of its spectacular uproar. A million tourists have found this fascinating, and the people of nearby Uruapan town have found it very profitable.



← AT NIGHT Parícutin laces sky with red tracers and emits red-gold lava ribbon at right. Two exposures were needed to make this picture, so moon appears twice.

NEARING THEIR GOAL, these tourists are silhouetted against sky after a 22-mile pilgrimage which took three hours, cost \$6.90 taxi fare, plus many extras.

*America's
favorite flavor...*

M-m-m—deep-fried and dee-licious! And it's *automatic* with the Fri-Well. Just set the thermostat and in a few minutes you'll be enjoying foods browned-to-a-turn. Economical, too... only 3 lbs. shortening needed, reusable many times. Safe "Drain-Away" faucet eliminates messy hand-pouring. Monotube heating through sides means quick, even frying... no scorching or burning. See—get your Fri-Well today.

*...from America's
favorite fryer*

Dormeyer Fri-Well

AUTOMATIC ELECTRIC DEEP-FRYER



\$29⁹⁵
COMPLETE

100 different ways to use your Fri-Well!

From soup to doughnuts, here are a few of the many foods you'll enjoy with your wonderful Dormeyer Fri-Well.

Deep-fries meats, chicken, seafood, pastry

Bakes potatoes, pies, muffins, biscuits Cooks soups, stews, chilis
Blanched foods for deep-freezing Steams vegetables, clams

FREE! New recipe book, "100 Delicious Recipes for Dormeyer Fri-Well Cooking," included.



DORMEYER FOOD-FIXER. The mixer with electric food grinder **AT NO EXTRA COST!** Fingertip beater release, 10 recipe-tested speeds on Dial Selector. Juicer, grinder, all accessories and big new cook-book included. **\$46⁵⁰** COMPLETE

DORMEYER DEEP-FRYER • MIXERS • BLENDER • TOASTER
DORMEYER CORPORATION, Chicago 41, Illinois

Pet Volcano CONTINUED



TOURIST'S TRIAL is getting aboard horse while Indian guide steadies the stirrup. For hard trip, this Iowa woman rented blue jeans for four pesos (16¢).



TOURIST'S REWARD is front-row seat at La Cabaña, hilltop within 3,900 feet of cone which explodes eight times hourly, throws rock 5,200 feet high.



NATIVE'S DELIGHT is new look at the familiar volcano through binoculars borrowed from tourist. "I can touch it, I can touch it!" Indian boy yelled.



*Mother tells
Mother*

...one mother tells another: "To help keep baby's
skin rose-petal smooth, use Mennen baby care"

For generations, mothers have passed the word along,
about Mennen baby care. For there IS no care more pure than
Mennen; nor anything more apt to keep your cherub's
skin rose-petal smooth. Your doctor will tell you so!

MENNEN

*Baby Specialist
since 1880*



**MENNEN
CASTLE SOAP**
100% pure Castile. French-
milled; therefore, lathers
longer. Lathers quickly;
rinses easily. It's the purest
of soaps! Large cake, 54¢

**MENNEN
BABY CREAM**
So pure! Helps pre-
vent and relieve chaf-
ing, chapping, wind-
burn, redness.
2½ oz. jar, 49¢.

**MENNEN
BABY POWDER**
Has super-mild na-
ture, delicate fra-
grance. Helps prevent
and relieve irritations.
9oz., 49¢.

**MENNEN
BABY OIL**
You get up to 33%
more than other lead-
ing brand. Chamomile,
sandalwood, geranium. En-
riched with Lanolin!
16 oz., 94¢.

MENNEN BABY MAGIC...
a famous skin care that checks diaper
odor and diaper rash. In a pink, blue
or yellow unbreakable squeeze bottle!
Contains wonderful "Purastone." Helps
keep baby's delicate skin petal-
smooth, and flower-fragrant!
4 oz., 49¢.



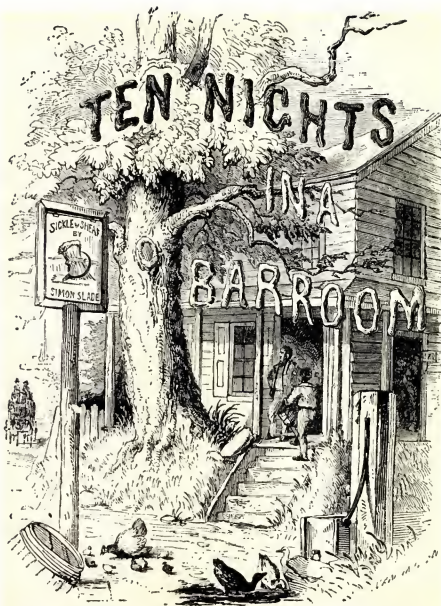
Now's the time for **JELL-O**

Isn't it wonderful when you can still buy the family's favorite dessert for mere pennies? Kids from 6 to 60 really go for a big, luscious dish of Jell-O and it's so good for 'em, too!



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

Copyright 1982, General Foods Corp.



TITLE PAGE OF ONE OF THE BOOKS DONATED SHOWS TAVERN AROUND WHICH MOST OF THE ACTION TAKES PLACE

TEN VOLUMES FOR A SCHOOL LIBRARY

An odd bequest floods Stroudsburg with copies of an old temperance novel

It was almost enough to drive the school officials of Stroudsburg, Pa. to drink. Under the will of the late Samuel Schoonover, a temperance-minded school-teacher, Stroudsburg's schools were to receive \$25,000 on condition that they always keep on school library shelves 10 copies of the famed novel *Ten Nights in a Barroom* by Timothy Shay Artbur. An embattled outcry against alcohol, the book was published in 1854, was a best seller for decades and was made into a stock and tent show play that included the song beginning "Father, dear father, come home with me now."

Ten Nights went out of print in 1908. But when Stroudsburg's need became known, hundreds of offers to sell copies, often at high prices, had to be politely refused. The schools did not have to buy any. By last week they had already been given more than seven times what Schoonover's will required (right).



TOTAL HAUL, 73 volumes from 60 editions of the book, surrounds Superintendent of Schools Earl Groner. Ten of the copies will be kept on shelves, the rest of them stored.

CONTINUED ON NEXT PAGE

Even Better!

—still only \$1

Try the handsome 1952

WEAREVER Pennant



Only
**WEAREVER
PENNANT**
offers your choice
of 5 Wardsley
tipped points



More than ever
YOUR BEST PEN BUY
At leading stores everywhere

©1952 David Kahn, Inc., North Haverhill, N.Y.

BETTER FOR YOUR DOG THAN RED, RAW MEAT!



Dogs go for meat. They love it, and need it. But it's not enough! They require nutrients which meat *alone* does not provide in balanced, adequate amounts.

PARD, made exclusively

by Swift from a scientific, generation-tested formula, gives a dog all the good meat protein he loves, plus all the other important nutrients he needs. Your dog needs nothing more, he can get nothing better.

A COMPLETE BALANCED FOOD WITH ALL THESE INGREDIENTS...



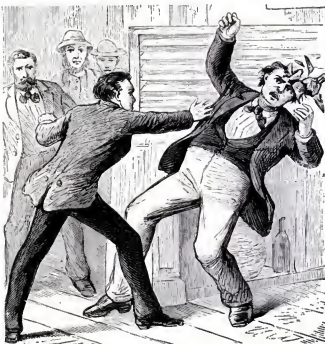
NOBODY MAKES DOG FOOD LIKE SWIFT MAKES PARD!

'Ten Nights' CONTINUED



OPENING SCENE of book shows Joe Morgan's daughter Mary trying to persuade him to come home from Slade's saloon. Joe is first of many characters to be corrupted by liquor.

MARY'S DEATH comes accidentally when Innkeeper Simon Slade argues with Morgan and throws a rum glass at him. The glass misses Morgan and hits Mary on the forehead.



FINAL DEGRADATION comes when Innkeeper Simon Slade, once a law-abiding citizen, fights with son Frank, who kills him with a bottle. Slade's wife is insane. A town judge has been corrupted by local gambler. Only prosperous man in town is Joe Morgan, who had renounced liquor after daughter's death.



After a hard day's work... stuck with the dishes again!

WHAT A WAY for the weary male to end the day! You've just finished a big, satisfying dinner. That tired, drowsy feeling is coming over you. You'd love to relax with the pipe and the paper. But, no! Once again you're staring at that acre of dirty dishes, too many for your wife alone.

You dutifully shrug and say, "Well, dear, might as well get started."

You ought to talk to one of the men who's made his home a place of leisure after meal-times for himself and his wife, too... with a General Electric Dishwasher.

pots and pans come sparkling clean. Takes off all but soil that's been baked on! Finally, the washer double-rinses with clean hot water... dries the dishes with fan-driven hot air... and then shuts itself off.

Dishes Cleaner than "Hand-Washed"...

... because they're washed in water hotter than your hands can stand. Hot water stays hot thanks to G. E.'s famous Calrod® unit.

In the dishwasher, dishes and glasses are cushioned on soft plastic-coated trays that remain stationary. Only the water swishes around.

It's so convenient. The sturdy, dependable G-E Dishwasher glides out at a touch. Easy loading. No tiresome bending. No tiresome stooping, and plenty of counter space left. Your kitchen's always cleaner because the G-E Dishwasher holds (and hides) a complete service for eight, including ten glasses.



You'll Save Her as much as an Hour a Day!

A General Electric Dishwasher saves many wives at least an hour a day... sometimes more. And, as the man of the house, you can appreciate that here is an investment which will increase the value and saleability of your home.

Let a General Electric PRE-RINSING Dishwasher do the dishes for you. See your G-E dealer for a demonstration today. General Electric Company, Louisville 2, Kentucky.



No Hand-Rinsing! Dishes Out of Sight!
Pots and Pans, too!

Just brush loose food off the plates. The dishwasher pre-rinses, then washes with famous "spray-rub" action that makes even sticky

Dishes Washed, Fan-Dried, Out of Sight G-E pre-rinsing DISHWASHER

GENERAL  ELECTRIC

Can your make-up pass the "close-up" test?



You're lovely-to-look-at even in close-ups, with **Solitaire**
cake make-up
Contains Lanolin

New and Wonderful!
Solitaire Lotion for
all-over skin beauty
—ocean-blue, creamy-
rich, lusciously scented
...only 39¢ and 73¢



Every complexion can look fresh and lovely from *afar*. But your most important moments are in close-ups . . . and *then*, skin faults are quickly prominent. Imperfections your make-up doesn't hide, become obvious . . . Unless, of course, you wear Solitaire.

Solitaire conceals each little skin fault, yet never looks or feels "mask-like". Your skin seems to come alive with youthful freshness —uniformly flawless, yet completely natural—even in close-ups!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (he won't!) if you wear Solitaire!



*Only clinically tested
make-up leading skin
specialists confirm
will not clog pores.
1.00, 60¢, 30¢*

\$3 MILLION worth of diamonds and other gems rest in Winston's hand, shown life-size. Clockwise from the top: the 72-carat Idol's Eye; 44½-carat Hope; Star of the East, 91.8 carats; Jonker, 126 carats; a 337.10-carat sapphire, one of world's largest; a 14-carat ruby (large as gem rubies go), and two remarkably matched pear-shaped diamonds totaling 100 carats. Center: a 62-carat emerald once owned by the Grand Duke Boris. The Jonker reportedly has been sold to Egypt's King Farouk.



Golconda on E. 51st

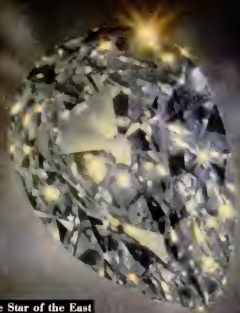
A LONE-HAND JEWELER HOLDS BIGGEST U.S. COLLECTION OF FINE GEMS

by HERBERT BREAN

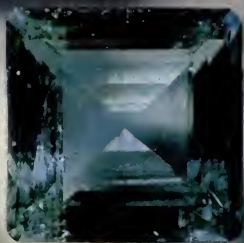
INSOFAR as connoisseurs in these matters are aware, the British royal family owns the world's biggest collection of historic jewels. The second biggest, however, is owned by a U.S. citizen, not widely known to the general public, whose name is Harry Winston. While the royal family collection, including as it does the two largest cut diamonds in the world, Cullinan I and Cullinan II, as well as the Kohinoor and the Black Prince ruby, is an enviable one, it is only fair to point out that in acquiring it the Windsor family and their predecessors have had certain competitive advantages. For one thing they have been collecting fine stones for more than 500 years and have been presented with many world-famous gems. For another, the loyal subjects who have made the presentations have been able, for the past few decades, to count on the resources and cooperation of the British-owned De Beers diamond monopoly which controls 95% of the world

diamond production. In contrast Winston has been collecting gems for a mere 33 years and entirely on his own. A lone wolf and an innovator in a staid and tradition-wrapped business, Winston's maverick independence has offended some of his more conventional competitors and has so antagonized De Beers that that *soigné* monopoly will no longer let him buy their stones.

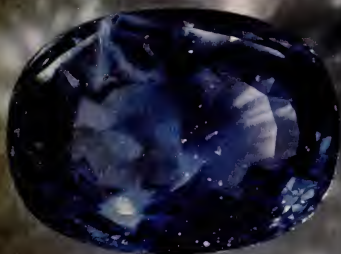
In spite of that he owns or owned until recently such celebrated stones as the Jonker diamond (third largest), the Vargas (fourth largest), the Hope, whose remarkable color makes it completely unique, the Idol's Eye, the Star of the East, Catherine the Great's sapphire (*above*), the Liberator diamond and the Earl of Dudley emerald necklace. If he feels like it, Winston can spread \$12 million worth of mounted and unmounted stones on his velvet-topped Louis Quatorze desk and feast his eyes. While this breathtaking "merchandise," as it is



The Star of the East



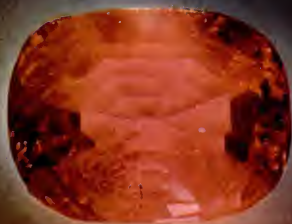
Royal Spanish Emerald



Catherine the Great's Sapphire



The Hope Diamond



Rare Gem Ruby



The Jonker Diamond



WINSTON'S OFFICE is an ex-sitting room in a town house, opposite St. Patrick's Cathedral, where he was a guest as a young man. This shows as much of his face as insurance companies like to have photographed and published.

WINSTON CONTINUED

known in the trade, is essentially a part of the stock of Harry Winston Inc., his \$20 million a year jewelry business, it also resembles a hobbyist's well-loved collection. For although shrewd Winston has become the biggest individual operator in the U.S. gem business, he is also a reverent connoisseur with so deep a love for fine stones that the sale of a top quality diamond often suffuses him with a gentle melancholy for days, even when the sorrow of parting has been sweetened by a profit of from \$50,000 to \$200,000. Since no two great stones are ever exactly alike, Winston, who has an encyclopedic memory for the exact shades of a gem's brilliant fire, experiences in each sale the sorrow of losing a beauty utterly unique. At such times it comforts him to recall the many times that a big stone with which he once parted has been sold back to him as its new owner's fortunes fluctuated, to be sold again (and even yet again) at a profit. Winston has handled more big stones by far than any other U.S. jeweler; he is the first to admit he has never lost money on any of them.

From \$37.50 to \$150,000

WHILE "gem stones" and costly pieces like a \$150,000 necklace or \$100,000 earrings are the most exotic part of Winston's business and chiefly account for the \$100,000-and-upward insurance bill he pays annually, they actually comprise less than a third of his dollar volume. Unlike his competitors Harry Winston deals at every level of the jewelry business, wholesale and retail. He sells industrials (usually imperfectly crystallized stones used to tip cutting tools and drills, draw wire and edge granite saws), roughs (uncut, unpolished stones), finished loose stones and "colored" stones, i.e., rubies, emeralds and sapphires. In addition Winston Inc. saws, cleaves and polishes diamonds, designs and manufactures settings for them, then sends salesmen to the ends of the earth, if need be, to sell the final merchandise. This manufacture covers all grades of jewelry, ranging from an original Winston-designed bracelet at \$30,000 through lesser \$3,000 reproductions of it ("for the masses," the proprietor airily observes) down to engagement rings purchased in wholesale lots by Montgomery Ward to retail at \$37.50 each.

← OPPOSITE: SIX WINSTON GEMS PICTURED BIGGER THAN LIFE SIZE

CONTINUED ON NEXT PAGE

Breakfast with Serviset.



ROSES
DESIGN

... roses bloom on SERVISET... beautiful and inexpensive aid to easier living... matched paper plates, Handi-Handle cups, napkins and table cover. Enjoy their beauty, use them—throw them away!

See also PURITY® Big Pak for handy everyday use, SERVISET Space Savers for frozen foods, and Bake-a-Pie the disposable metal rim paper baking plates.

SERVISET
by Sutherland

SUTHERLAND PAPER COMPANY • KALAMAZOO, MICHIGAN

for *thousands of*
restful nights

get **RESTONIC Triple Cushion**

**Locked
-in*
Comfort**



RESTONIC
Triple Cushion
MATRESS

The comfort lasts

YOU SAVE when you buy a Restonic Triple Cushion mattress because the comfort lasts years longer! By a patented method the comfort is sewed in, built in, then locked in to STAY in. This time get comfort for a long time—get comfort that stays new for all the years you own it. Your best investment is comfort that LASTS.

* See those **PADLOK** inner-rings?

NO OTHER MATTRESS can be made this modern way. Layers are all sewed together. Then **PADLOK** inner-rings lock them to the inner-springs to stay smooth, cushiony, lump-free always. They can't shift into "hills and valleys."

BE GOOD TO
YOUR BACK
Get the **RESTONIC**

Orthotonic

THIS grade of Triple Cushion mattress is recommended for those whose doctors advise sleeping on a firm mattress to relieve or prevent backaches. **EXTRA FIRM** for added support. **SLEEP-TITE** for section comfort. **NO-BUTTONS**, pearls, no bumps. America's largest selling smooth-top extra-firm mattress.

ASK YOUR DEALER

RESTONIC CORPORATION, 666 Lake Shore Drive, Chicago—Factories Coast to Coast.

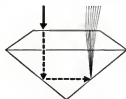
WINSTON CONTINUED

The "big goods," however, have made Winston's international reputation and have, for some years now, brought to his headquarters a splendid procession of princes, lords, maharajas, maharanis and U.S. millionaires, to buy or to sell in five and six figures. Such "clients" require complete privacy, which Winston thoughtfully provides in the form of twin waiting rooms in his New York headquarters. Here his receptionist, a tactful woman named Rosemary Shaw, deftly juggles customers on such occasions as when, as has happened, two Indian princes arrive incognito at the same hour. The House of Winston also contains a species of salesroom, a high-ceilinged, chandeliered Louis XVI parlor, peopled by suave elegants and containing (the sole concession to merchandising) four display cases each holding some Winston bangles whose value on a given day may total \$1 million. The average sale here is around \$5,000. The really big spenders deal directly with Winston himself in his office.

Alarms, cops and locks

ALL this magnificence is housed in a six-story former town house just off Fifth Avenue on New York's 51st Street which stands, in a heart-warming display of democracy, between a building containing the United Electrical Workers (probably the most left wing of U.S. unions) and one housing a restaurant known as Hamburg Heaven. Though Winston has diamond-cutting plants in Amsterdam, Puerto Rico and also on New York's Madison Avenue, it is in this modern Golconda on East 51st that all stones of 1½ carats and over are handled, the glittering Winston collection is stored, and the big jewelry pieces are designed and manufactured—with only platinum and iridium wire used for settings, since Winston detests gold.

The building is protected by an alarm system which summons both private police and New York police prowling cars, by a night watchman and, by day, an armed private detective who is always on duty at the front door. This is a massive steel portal with an electrically controlled lock which is not released by Miss Shaw until the detective has first assessed the visitor who stands, usually somewhat awed, outside it. The House of Winston gets relatively little "walk-in" trade off the street; most customers, whether dealers or private buyers, make appointments in advance. Should a starchy-eyed young couple come in and insist on seeing a \$50 wedding ring, however, they are gravely waited on, even though the salesman may have to send up to the Madison Avenue factory for stock to show them. This is in keeping with a Winston dictum that you never can tell who may eventually wind up with money and thus become a commanding customer. This sober policy was well illustrated three years ago by an incident following the publication of a House of Winston magazine advertisement of a handsome



DISPERSION, which gives diamond its flashing color, is shown in simplified drawing of a round cut whose 56 facets gather in the light (descending arrow), reflect and return it as prismatic color.

bracelet composed of seven 20 to 31 carat diamonds. It was not believed necessary to point out in the ad that the stones were genuine; the price also was discreetly omitted. A college girl saw it, wrote the House asking the price and added that if the bracelet were not too expensive, several of her friends would also order them. After pondering a suitable reply Winston wrote back a grave note saying that he would be happy to serve her, mentioned casually that the price was \$1 million dollars (no exaggeration) but added regretfully that since the bracelet could not be duplicated her friends would have to go without.

Like any real gemophile Winston loves all precious stones, but he particularly venerates the diamond. Such veneration has little to do with intrinsic value and reflects an esthetic excitement and exaltation comparable to what other persons enjoy in great music or painting. This primeval attraction may be based on the fact that the diamond, the hardest substance on earth and hence the least susceptible to change, has descended to modern man in all its beauty from the era of the dinosaur. Because it is pure crystallized carbon, and coal and charcoal are also carbon, there is a common belief that

A great scientific improvement in dog feeding!

From the famous
Gaines Research Kennels



GAINES MEAL NOW HOMOGENIZED*

**NEVER BEFORE a dog food with guaranteed uniform nourishment!
More meat, milk, and fish proteins.**

Here is a food to provide GREATER NOURISHMENT to fortify your dog with bounding energy from head to tail! A food so much MORE APPETIZING that your dog will go for his dinner with an eagerness you'll love to see. A meal that is EASIER TO FEED than any you have ever fed before!

This food has been developed after years of research, and it has been thoroughly tested and proved at the famous Gaines Research Kennels. All Gaines' resources, experience and technical skill have been combined to give you the very finest dog food that modern science can produce.

***New HOMOGENIZED Gaines Meal**
—what it means to your dog.

The new HOMOGENIZED Gaines Meal is unlike any dog food you have ever known. A unique Gaines process combines all ingredients into crunchy little nuggets. Uniform nourishment in each and every nugget is *guaranteed*. There is no separation of

ingredients. In every single nugget are all the food essentials known to be needed to nourish *every inch* of your dog.

Not only does this great new meal provide more meat, milk, and fish proteins, but also a wealth of food energy, vitamins and minerals for sturdier bodies, stronger bones and red-blooded vitality.

**More Nourishing! More Appetizing!
Easier to Feed! More Thrifty!**

Never before has there been a dog food that provides such a wealth of nourishment in this easily digested HOMOGENIZED form. Never a meal more appealing to dogs. Never a meal so easy to feed. Never a dog food that *costs* less to feed.

You can SEE, FEEL, SMELL the difference! It's HOMOGENIZED!

SEE... no flakes, no powdery "dust"... it doesn't get pasty or pack down.

FEEL... the crunchy texture. It's so appealing to dogs, you can feed it *dry*—just as it comes in the package.

SMELL... the appetizing aroma!



A Product of General Foods

COMMON SENSE TIPS ON DOG CARE

by HENRY GAINES



Menu monotony. Because you and I begin to lose our appetites for foods that are served to us day in and day out, we are quite likely to think the same is true of dogs. But that's not so. Dogs thrive on regularity... and they seem to like to know what their next meal will be. Of course, if you punctuate your dog's regular meals with feasts of luxurious treats, he'll gobble those banquets with relish. But eventually, he'll become a problem child. He'll turn up his nose at one day's dinner in hope of fancier fare tomorrow. One reason why dogs tend to eat steadily when they get Gaines Meal at every feeding is that it provides the balanced nourishment necessary for keeping appetites on an even keel.

Your dog is a poor judge

of what food is best for him. But you—do you know just how to go about judging foods and selecting the best one for your dog? It isn't easy. Your dog's liking for a food doesn't necessarily mean that the food is good for him. Nutritional completeness, balance, and digestibility of a dog food can be measured only with the help of laboratories and research kennels. That's why the best guides for the average owner are the reliability and scientific resources of the manufacturer.



Don't fall for a sob story from your dog. Like a child, a dog is perfectly capable of throwing a tantrum or calling a short hunger-strike when he

wants something different than the perfectly good food set before him... especially if he thinks he can get away with it. Once you have a food that you know is the finest, be sure to keep your dog on it. Don't let him bully you into the expensive, bothersome, and often risky practice of changing types and brands of food, when you've chosen the best for him. The quality of Gaines certainly has proved itself in a most convincing way. For years it's been America's largest-selling dog food.

Growing dogs eat a lot

for their size, and puppies need frequent and carefully balanced meals. The new HOMOGENIZED Gaines Meal provides completely balanced nourishment. Meat and other things can be added if you wish, but Gaines alone provides not only every element of fresh meat that scientists have found essential to the nourishment of dogs, but also a number of necessary factors which meat alone does not supply.



Gaines

America's Largest-Selling Dog Food!

Nourishes EVERY INCH of your Dog

SOME SAY IT'S

Sex

SOME SAY IT'S

Seaforth



**IT'S NEW...THE SHAVE LOTION WITH
THAT "COME-HEATHER" AROMA! GIVES
YOUR FACE A ZING! A ZIP! A LIFT!
BUY IT...TRY IT... ONLY 59¢**

And just between us, for the shave of your life... get the fastest
whisker-wilder that ever hit a beard!... PRESTO-LATHER, only 50¢

WINSTON CONTINUED

the diamond is simply coal in a vaguely purer form. Such is not the case; coal was once organic vegetable matter but apparently all diamonds were formed, no one knows exactly how, under tremendous heat and pressure in volcanic rock 100 million years or more ago. The first diamonds ever to be discovered were probably found near Golconda, India, sometime before the 13th Century. Worked for centuries, the Indian mines gradually gave out, but in 1725 diamonds were found in Brazil, and a new source, still productive today, sprang up. In 1867 a child found a "pretty stone" on a South African river bank and the world's greatest diamond mines began to be developed.

Diamonds also occur in the U.S., chiefly in Arkansas and in glacial moraines around the Great Lakes states. The stones are as good as those found anywhere, but they are few and small, the largest to be found thus far weighing only 40.23 carats. However, the Arkansas diamond "fields" offer one unique attraction: amateur prospectors can go to Murfreesboro, buy a ticket for \$1.25 and hunt diamonds all day.

To work them men sometimes go down nearly a mile (as at Kimberley, South Africa) into basic igneous rock and sift two tons of earth to get one carat (1/142nd of an ounce). It is these modern methods which have made possible not only the mass production of diamonds but, of far more importance to the average customer, the mass production of engagement rings. Still, the biggest stones have been found not in deep mines, but on or near the earth's surface, such as the Cullinan, discovered near Pretoria, in 1905 (3,016 carats in the rough); the Excelsior (1893; 995 carats), the Jonker (1934; 726 carats) and the Vargas (1938; 726 carats). New cutting techniques have worked a similar change in gems' appearance—the huge and fabulous stones of biblical and medieval times were seldom either huge or fabulous by current standards.

Modern faceting by which the diamond gathers in and reflects the greatest amount of light (diagram p. 70) dates only from the 16th Century. Previously precious stones were crudely shaped into round or tear-drop forms without regard for the optical principles that can make even a small stone flash cold, breathing fire. Still, the cutting method itself has not changed appreciably in 400 years; the 58 facets of the typical "brilliant" or round cut are still formed



POPULAR CUTS of diamonds are (left to right): round, emerald, pear-shape, marquise, square emerald, baguette.

one at a time by grinding the stone on an iron wheel whose surface is lubricated by a mixture of olive oil and diamond dust (since only a diamond can cut a diamond). The best wheels, incidentally, are all made by one Belgian family which has kept its metallurgical formula a secret for generations.

Before a big stone is cut and polished, it is usually sawed and cleaved, the most melodramatic moment in a major gem's history. Diamonds are customarily found in the classic octahedral shape associated with the word and are always divided before cutting. They have grain, like a piece of slate, and can be sawed only across the grain and cleaved with it. Sawing, which may take weeks, is relatively safe, but cleaving is always a heart-stopping gamble. It is begun by grinding a tiny V-shaped trough at the line where the stone is to be split and placing in the trough a knife with a square edge. A light, carefully calculated tap with a mallet is then administered and if the grain, line of cleavage, placing of groove and knife have all been figured correctly, the diamond falls neatly in two. If an error has been made in any of these it flies into a hundred relatively valueless pieces. The cost of insurance against this disaster so nearly approaches the full value of the stone itself that no jeweler ever buys it.

The tension at the cleaving of a major stone is almost unbearable; when in 1908 Joseph Asscher cleaved the Cullinan in Amsterdam, a doctor and two nurses stood next to him in case a mishap induced heart attack. Asscher delivered the blow successfully, the diamond split into two superb fragments and everyone sighed in relief. Asscher then went to the hospital for three months with a nervous breakdown.

Winston has had six major stones cleaved, including the Phol,

CONTINUED ON PAGE 14

Brilliant Italian Race Car Manufacturer Pays Tribute to

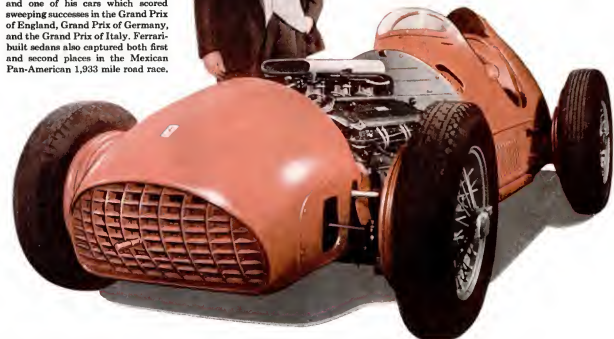
Dependable

CHAMPION

Spark Plugs

SIGNOR ENZO FERRARI

and one of his cars which scored sweeping successes in the Grand Prix of England, Grand Prix of Germany, and the Grand Prix of Italy. Ferrari-built sedans also captured both first and second places in the Mexican Pan-American 1,933 mile road race.



"The victory of Alberto Ascari in one of our Ferrari cars in the 22nd Grand Prix of Italy at 115.547 miles per hour average, established new all-time records for the Monza track, and also established the highest speed attained in European circuits. This 4½ litre 12-cylinder Grand Prix Ferrari was equipped with 24 Champion Spark Plugs which withstood perfectly the uninterrupted strain of instantaneous acceleration and equally instantaneous deceleration demanded

by European type of racing tracks. At Monza, as on most European race courses, sharp turns and severe braking alternate with straight stretches where flat out speed is possible. We attribute a great deal of the merit of our success in the Grand Prix of England, Grand Prix of Germany, Grand Prix of Italy and the Mexican Pan-American Race to the magnificent performance and unflinching dependability of Champion Spark Plugs."

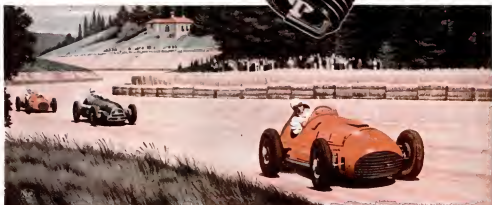
ENZO FERRARI

FOLLOW THE EXPERTS

DEMAND DEPENDABLE CHAMPIONS FOR YOUR CAR



Alberto Ascari in front with the winning Ferrari in the Grand Prix of Germany.



The Sign of Dependable Service!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Entertaining got you down?
Make you fret and fuss and frown?
It can be easy—be glamorous, too
And this is all you have to do:



Serve simple things—but with a flair!
Add flavor, sparkle—a party air.
Wine does all that—wine adds the touch
Just try Sauterne guests like so much!

Good things come easy the California Way



Serve California's fine
Sauterne wine
with fried chicken

You can do it wherever you live!
When you're having chicken or
fish or a casserole dish, chill and
serve golden-bright Sauterne wine
—and make it a real dinner party.
It's so easy. And costs only a few
cents a glass to serve.

When you are dining out, get acquainted with the world-famous wines of California. They are featured by leading restaurants and hotels everywhere. Enjoy Sherry with your appetizers... California Burgundies, Clarets, Sauternes and Chablis with your dinner... or Port with dessert. Wine Advisory Board, San Francisco, California.

WINE ADDS TO GRACIOUS HOSPITALITY IN MILLIONS OF AMERICAN HOMES

WINSTON CONTINUED

Jonker, Liberator and Vargas, and all successfully, although several months ago a lesser rough, which might have produced \$100,000 worth of retail diamonds, shattered into bits under the light mallet tap. Such misfortunes Winston can shrug off like a good gambler although, since he is a tense, mercurial man, he can fly into a pet if a subordinate violates one of his instructions by ever so slight a margin. He is the heart, soul and mainspring of the House of Winston, and like a mainspring is usually tightly wound up.

He directs every phase of his 600-employee business, from purchase and sale of industrials and roughs through decisions on cutting, designing of major pieces from concept to final detail, their dispatch to stores around the country "on memo" (consignment) and finally the biggest sales. His telephone rings constantly; a dozen times a day he may have to decide whether the current market justifies spending \$50,000 for a stone whose quality has merely been described to him on the phone by a Winston agent in Brussels or Caracas, or whether to respond in person to an imperious summons from nobility to show jewels across the Atlantic or simply to send a "vice president" (top salesman), or whether to leave



BAD CUTS of diamonds are here shown. Left: a stone cut too deep so that the light is lost in its depths. Right: a shallow, or "swindle," diamond which looks big but leaks its light through the bottom.

within the hour for Brazil or Tanganyika to inspect a rumored new 200-carat "find." A decisive man and a lightning calculator of caratage, risks and percentages, Winston makes such decisions on the spur of the moment and seldom regrets them. When he hired Lazare Kaplan, a famous New York cutter, to cleave the Jonker, Kaplan's eventual analysis of the stone's grain was completely different from that of every European expert who had seen it. Winston listened to Kaplan's analysis, shrugged and said, "Do it your way." Kaplan's way proved right, and Winston's judgment paid off for about \$2 million. It was the first time a great stone had ever been cleaved in the U.S.

He makes similar snap judgments on new customers. More than once a comparative stranger to the Winston establishment, unable to make up his mind about a sizable purchase, has found the proprietor pressing \$25,000 or \$50,000 worth of goods on him to take home and study, or have appraised elsewhere—without bond, guard or receipt. Such tactics have yet to cost Winston a penny, and they have made many a sale, since it is virtually impossible to separate a woman from a big diamond that she has tried on for 48 hours.

How to earn \$25 a day

WINSTON developed his judgment by specializing as a young man in bidding on estate jewelry. He was born in New York 52 years ago, and moved with his family to Los Angeles as a youngster. His father was a small jeweler and there he grew up in the business which he entered at 15. When he was 18 he came back to New York to start out for himself, serving an apprenticeship buying and selling daily in the New York Diamond Exchange. This is a bizarre and secluded cranny of the U.S. business scene where dozens of dealers gather daily, armed only with a large roll of currency and/or a paper or two of diamonds. A dealer may buy a stone for \$5,000 from a fellow dealer in the morning and sell it that afternoon to another for \$5,025, realizing \$25 for his day's work. People with bad judgment do not last long there.

Winston was always attracted by big stones, however, and as his (and his bankers') confidence in his judgment increased, he began bidding on the jewelry in estates, a risky but profitable business if the bidder can quickly appraise the true worth of old, badly cut stones in old, unflattering settings. (Winston's dislike of gold may stem from the difficulties old-fashioned yellow gold settings caused him at this period by distorting stones' colors.) He bought such major collections as those of the late Mrs. Collis P. Huntington, Judge Elbert Gary and "Lucky" Baldwin, the farm boy who found a gold mine. At this stage Winston looked so young that he found it advisable to employ a distinguished-looking man of 70 to accompany him and lend an air of staid dignity to his transactions.

He gradually branched into all phases of jewelry, at one point even buying the mining concession in some Venezuelan mines in an effort to create his own source of supply, an experiment which

CONTINUED ON PAGE 78

Now... End Ironing Drudgery Forever!



Mary Proctor Ironing Table
This table adjusts to 9 heights to suit you, from 27 inches to 36 inches high. Locks securely at each one inch step.



Off-Center Legs for Comfortable Sit-Down Ironing
Plenty of knee room so work surface is close to you. 15 inch wide table. Sewing table high.



Con's Warp or Sag. All steel construction. Light in weight, easy to handle, rolls on wheels. Stores in only 3 1/2 inches of closet space.



Easy-Shift Wheels on rear foot make sit-down ironing practical for the first time... let you move table with tea-wagon ease, shifting the table back and forth to suit your ironing needs.



Here at last, is an ironing table that lets you iron with ease and extra speed in comfort you never knew before, whether you prefer to iron sitting or standing.



**Iron with 1/2 the EFFORT
... in 1/2 the TIME!
Sitting or Standing!**

For the first time in your life you can own a matched ironing set that's custom-designed to make ironing easy for you.

Sitting or standing there's no stretching, no lifting, no reaching and no tugging... your ironing table is the right height, the cord is the right length, the pad and cover are the right smoothness... and the Proctor Steam-Dry Iron is easiest of all irons to use. The Mary Proctor Matched Ironing Set takes the drudgery out of ironing for all time. See it, try it today—find out for yourself if you prefer ironing sitting or standing. Prove how quick and easy ironing can be.

When Your Doctor Says, "Take It Easy..."

The Mary Proctor Matched Ironing Set is scientifically designed and tested to save you effort, and cut out the backache and fatigue of ironing. If you are one who must take it easy for medical reasons, by all means save yourself unnecessary work and strain... iron sitting down, with 1/2 the effort, in 1/2 the time.

Cordminder ends dragging ironing cord that musses your ironing. Extra 6 feet of extension cord let you place ironing table where it's most convenient.
Thrifty Retail Value **\$3.95**

Drum Tight Pad & Cover let iron glide with ease over heaviest pieces. Thick, waffle weave pad. Sanitized soft-cloth cover in white, blue, yellow, beige.
Thrifty Retail Value **\$3.95**

PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

PROCTOR ELECTRIC COMPANY, 3rd St. & Hunting Park Ave., Phila. 40, Pa.



RAIN or SHINE,

Only **ANSCO**

Guarantees Perfect Snapshots!

Yes, you call them *perfect* or you get a *new roll free!* Indoors or out . . . in any weather . . . in any camera . . . any time! Don't trust to luck with ordinary film. Now, get clear, sparkling snapshots every time . . .

at no extra cost! Ansco All-Weather Film gives the results you want, or return the negatives with the guarantee bond for a new roll free. Remember, only Ansco makes this guarantee! At dealers—everywhere!

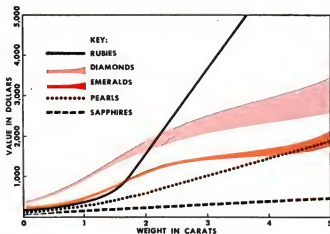
ANSCO, BINGHAMTON, N. Y. A DIV. OF GENERAL ANILINE & FILM CORP. "From Research to Reality"



ALL-WEATHER FILM

You SAVE 15¢
with the
3-ROLL ECONOMY PAK!
(Also available in single rolls)

SEE STEWART GRANGER in M-G M's "THE WILD NORTH"—New Full-Length Feature in Life-like ANSCO COLOR



COMPARATIVE PRICES of precious gems are shown in the chart above. The widening diamond and emerald lines indicate the spread between average stones and top quality stones. The ruby line indicates the price of only top quality stones since average quality rubies cost just slightly more than do pearls.

WINSTON CONTINUED

proved unfeasible and costly. However, he has never lost his interest in big estates and to this day he keeps careful mental records of the whereabouts of all the big stones in the world. As a result of this, plus extraordinarily fast footwork whenever a major collector dies, Winston has repeatedly acquired big jewels against the relentless competition of other dealers throughout the world. His greatest success of this sort probably was his acquisition in 1949 of the Evalyn Walsh McLean jewels, including the most famous diamond in the U.S., the miraculously steel-blue Hope.

This interest in estates has a practical side; while the world production of diamonds, for example, is now about 15 million carats a year, the number of truly fine gem stones in existence is remarkably small. "It is amazing," Winston is wont to sigh, "how few really good stones you find in even a \$5 million collection." At any one time probably not a one-hundredth of them are on the market, being held in "strong hands." During the depression Winston and two friends pooled \$3 million to buy only big gem stones—10 carats and over. They never spent the money because even in that time of financial distress there were not that many gem stones on the market. Considering this shortage, Winston has done a remarkable job of stockpiling. A rival Fifth Avenue dealer recently said wryly, "If a customer came in today and wanted a 30-carat diamond, I'd have to go to Winston to get it for him."

Another element in Winston's success is his superb salesmanship. He is a reserved, rather Napoleonic man, inclined to brooding quiet until he begins talking about, or better yet, displaying stones. When a customer is seated across his desk, he likes to go to a small safe in a corner of the room, return with his arms loaded with suede-lined boxes and from them take a profusion of huge stones which he strews before the dazzled client with the careless air of a craps shooter rolling dice for a nickel. Actually this is done with skilled care; no one knows better than Winston that if two diamonds clash against each other they will suffer nicks and scratches and, if one hits the other's line of cleavage, might even split it. The effect on the client is somewhat overpowering.

The Hope's historic flaw

THE spirit that animates this salesmanship, however, is Winston's genuine reverence for jewels, which also has its impractical side, as when it prevents his breaking up a huge emerald necklace that dates from the Spanish Inquisition and heightening its fire by modern recutting. This respect for tradition and antiquity has led him to refuse recutting the Hope, one of whose long sides (clearly visible in the colored picture on p. 68) is flatter than the other and quenches some of the gem's fire. If, as most students think, the Hope is actually the 112-carat "Tavernier Blue" which the French traveler, Jean Baptiste Tavernier, brought from India in 1642 and sold to Louis XIV in 1668, then that error in cutting presumably occurred after the diamond disappeared during the looting that accompanied the French Revolution. The stone reappeared in London in 1830, in its present 44-carat size, and was purchased by Henry Hope, banker and connoisseur, for \$88,000.

CONTINUED ON PAGE 31



KENTUCKY QUALITY IS TOP OF THE WORLD

**WORLD'S
LARGEST SELLING
KENTUCKY WHISKEY**

**OLD
Sunny Brook
BRAND**

"Cheerful as its Name"

THE OLD SUNNY BROOK COMPANY, LOUISVILLE, KENTUCKY

BECAUSE THERE IS A



IN SAFETY...

Even Times Square, New York, can be "dangerous driving" on a wet, slick night like this. On wet roads,

snow or ice, you want the kind of "stop-on-a-dime" traction you get from a little extra tread "bite," a little better tread design. And on any road, you want the extra margin of safety you get from a stronger, tougher tire body. Goodyear gives you this extra margin of safety. But you want more than that when you buy tires. You want an extra...



IN COMFORT..

Sure you want safety. But when you get on a rough, back-country road like this one on the Gaspé Peninsula,

More people ride on Goodyear tires than

GOODYEAR

Super-Cushion T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

DIFFERENCE...



insula, you don't want a "tractor tread" or stiff, unyielding side walls shaking the living daylight out of you. Goodyear's tire design gives you a *smooth* ride. And Goodyear's thinner, stronger cords flex easily to give you the resilience that absorbs bumps and road shocks. There's no *smoother* ride on any road. But you also want more...



IN MILEAGE...

If you drove from New York to Lake Washington your tougher Goodyear treads would hardly show

the wear. And Goodyear's stronger cord body keeps Goodyear tires rolling safely, long after less popular tires are discarded. No tire on the road gives you the same safety, comfort and mileage you get in Goodyears. *Car makers put more Goodyear tires on new cars than any other kind. Car owners buy more Goodyears than any other tires. That's the best proof.*

on any other kind

AR



Pipe this
grand new
flavor!



Butterscotch Life Savers

The candy with the hole ... still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES THE CANDY WITH THE HOLE. MADE EXCLUSIVELY BY LIFE SAVERS CORP. IN THE UNITED STATES AND BY LIFE SAVERS LIMITED IN CANADA.



WINSTON ADS are in a marked contrast to stiff formalism of most competitors'. He originated this one himself.

WINSTON CONTINUED

Winston feels that on no account should a single facet of the historic gem be "improved." Things like this lead a part of the diamond industry to regard Winston as crazy, but they also win him the respect of gemophiles like Dr. Frederick Pough, curator of gems at the American Museum of Natural History.

Other Winston business techniques have raised eyebrows in some sectors of the jewel business which is a small, viciously competitive circle that does not take easily to innovation. His dealing in both wholesale and retail markets angers rivals who specialize in one or the other as does his advertising (above). Some also frown on the House of Winston courtesies, common enough in other businesses, of acting as agent for a valued customer, getting him theater tickets or hotel rooms when he is on a jewel-buying visit to New York. He also has a freely expressed disgust for the judgment of gem quality displayed by the average jeweler. Because of this last, he has spent thousands of dollars to send his finest pieces on national tours ("The Court of Jewels") so the public can learn what really good stones look like—and how efficiently the House of Winston can supply them.

It is not surprising that so rugged an individualist, forced by circumstance to deal with "The Syndicate," the diamond business's misnomer for De Beers Consolidated Mines and its associated companies, should sooner or later come into collision with it. De Beers controls at least 95% of world diamond production and sells only to whom it pleases, when it pleases and as much as it pleases, setting its own price. A dealer who gets on its approved list, which is considerably more difficult than obtaining a presentation at court, is notified when "the sights" are to be held, usually once a month, at St. Andrew's House in London. He notifies De Beers's sales outlet, the Diamond Trading Corporation, how much he wants to spend (usually \$100,000 and up) and, wistfully, the kind of diamonds he would like to buy. In due time he appears at St. Andrew's House and is ushered into a room where a packet of diamonds awaits him on a table. He is told how much the D.T.C. will let him spend and is permitted to examine the stones he is getting for his money—a "sight." He can buy or not, but he has no voice in selecting the stones or fixing their price. Usually he takes them.

The delicate diamond market

THIS autocratic way of doing business enrages the dealer but it also blesses The Syndicate because, by controlling the volume of production and sales, De Beers maintains the diamond's perennial value as a kind of international currency. This is a precious safeguard in a market so delicate that the sudden appearance of 100 10-carat roughs on the New York market could seriously affect it.

Winston never took well to The Syndicate's dictation and so some 18 months ago was dropped from its list of invitees to the sights.

CONTINUED ON NEXT PAGE



"I'm a week-end handyman. I find Boraxo does a thorough, fast job!"



"My dirty hands need more than just plain soap... Boraxo's the answer."

THERE GOES THE DIRT... FAST!

You don't have to scrub your hands to get them really clean... use Boraxo! It gets off dirt in seconds... yet it's as easy on your hands as fine toilet soap... leaves hands smooth and well groomed. Buy the regular size, or the money-saving one-pound can.

BORAXO GETS OUT DIRT PLAIN SOAP CAN'T REACH!



Mother likes mild Boraxo for herself...for youngsters' hands and knees. Soaps towels!



So easy to use... just pour fast-working Boraxo on wet hands...no hard rubbing.



In seconds Boraxo gets even nails clean! Start your family using Boraxo right away!

ANOTHER FAMOUS "10 MULE TEAM" PRODUCT

The greatest advance in male comfort
in a decade—

NEW Carter's TRIGS

with exclusive NEVA-VEX front*

A new construction for a new era of comfort! Trigs in briefs or midlengths with natural-shaped Neva-Vex front fit better, feel better than anything you've ever worn before!

► Individual male fit!

► No sag or ride-up anywhere!

► Blue front trim looks smart — distinguishes Trigs with Neva-Vex front!

► Fore and aft comfort!

Long-life elastic in waist and all around leg bands!

Carter-Sit
won't shrink out of fit — and Trigs need no ironing.

DAD'S Trigs Super T-Shirt with Neva-Vex front sleeves, 22 to 36, \$1.25, and Midlengths, 30 to 34, \$1.15

DAD'S Trigs athletic shirt, 34 to 46, \$1.00 and Briefs, 28 to 34, \$1.10

Briefs with mesh side panels for dress or summer wear, 28 to 44, \$1.35

YOUNGS can be Briefs, Midlengths, Athletic or T-Shirts.

*Pat. applied for

Psst! Carter's makes fine underwear for the entire family!

The William Carter Co., Needham Heights 94, Mass.

WINSTON CONTINUED

He is now trying to wrest control of some Portuguese mines in Angola from The Syndicate, thus far without success, and only a few people in the business think he can succeed. One of them is Winston, however, and meanwhile he buys Syndicate stones through brokers.

For all his business keenness Winston can be deeply disturbed by the human dramas sometimes played in his office. Occasionally it is a near-bankrupt whose hopes for a business comeback rest on a priceless heirloom stone which he has at last decided to sell and Winston, after an examination, has to tell him that the inherited gem is actually paste, presumably converted to cash by an ancestor. During such examinations, incidentally, Winston refuses to handle the stone at all, letting it lie on his desk since people who receive such shattering news will sometimes hysterically accuse him of a sleight-of-hand substitution.

The lady from out of town

ONCE he was telephoned by an out-of-town woman bearing one of America's proudest names, who made an appointment to look at jewels. Her call was followed by one from her husband. Entreating Winston to be discreet, the husband revealed that his wife was a kleptomaniac, said he would pay for anything she stole and begged that she be watched all the time she was in. Winston assigned a salesman, the only person in the establishment he told, to do nothing but watch her while she looked at jewels. When the woman was ushered in a few days later, she especially admired a pair of \$35,000 diamond earrings and time and again worked them to the edge of Winston's desk, to drop them into the open handbag she held in her lap. Time and again Winston with equal suavity worked them back. Thus balked, she finally left. Next morning when Winston arrived at work a salesman told him Mrs. — had been in on the stroke of 9:30, had looked at jewelry in the salon but had not bought anything. Alarmed, Winston checked the stock. The earrings were gone. He notified her husband and in due time received a check.

Incidents like that keep Winston fascinated by his business which, he likes to point out, embraces a matchless variety of interests—art and beauty, interesting people, international finance. He does not worry about being held up and he never has been, possibly because his insurance company does not like him to have his photograph published and perhaps more especially because even the stupidest thief knows he would not carry stones around with him. He himself never wears jewels and as a matter of fact does not even carry money, borrowing a dollar from his doorman when he makes a sally from his office. Such occasions are rare; normally he stays all day in the House of Winston, eating a Spartan lunch (below) at his desk and commuting in his limousine to and from his country estate where he lives with his pretty wife and two sons.

Despite the inescapable tension of his business, Winston has achieved a great measure of security. He owns a fortune in the most precious and long-lived material known to man and if he somehow lost everything, he could live like a king for months by accepting the invitations he has received to visit royalty he has served. But Winston is not likely to retire. He too greatly relishes the day-by-day routine promising contact with a gallery of people ranging from the Duchess of Windsor to the old lady in Boston who wrote, shortly after his purchase of the Hope, to ask him if he would mind lending it to her some Sunday so she could make a nice appearance at church.



WINSTON'S LUNCH, which is eaten in his office between telephone calls, consists of tea and graham crackers. It is served to him by a shipping clerk.

1929



RCA Victor pioneered ALL-ELECTRONIC television. First "actor" was Walt Disney's Mickey Mouse.

1939



RCA Victor receivers introduced television to the public at the New York World's Fair.

1941-45



RCA was a major contributor to the development of television for the Armed Forces.

1946



RCA Victor set post-war standards with the famous Eye Witness "630" chassis.

Today in 1952

RCA VICTOR television *breaks all performance records with Super Sets*



RCA Victor Super Sets are designed and built to set new high standards for the entire industry. You can pay less for television, but you won't get RCA Victor quality—the lasting dependability that has made RCA Victor television's all-time best seller. Every year since television was introduced more people have demanded and bought RCA Victor than any other make.

The 21-inch RCA Victor Selfridge Ensemble. Looks like a fine console, costs far less. Wood table set with big-screen viewing. Including matching console base, Model 21T159, only \$379.50

Only RCA VICTOR television has "Picture Power"!

Today's best pictures! City or country, you get record-breaking performance—the clearest, strongest pictures possible. Here's why:

- A reserve of power—"PICTURE POWER"—goes into action automatically when it's needed.
- Television's first and only DOUBLE-shielded tuner and a completely shielded chassis screen out interference.

Test a Super Set in your home—and prove this yourself!

Designed today for tomorrow's television! When UHF comes, your Super Set can easily be adapted without sacrificing reception from existing stations.

Television's finest listening! "Golden Throat" tone system with 3-way tone control and phono-jack for attaching record changer.

Authentic styling! Generous, well-proportioned cabinets—30 different styles to choose from.

The ONLY nation-wide Factory-Service! RCA's own Service Company with its own factory-trained employees offers the most dependable service in the television industry, and only RCA Victor owners can buy it.

No "extras" to pay! The advertised price is the full price—including Federal Tax and full-year picture tube warranty. There's no extra charge for the favorite finish—mahogany.

The investment you make in RCA Victor quality will come back to you many times in the next few years. Prove it yourself!



The 17-inch RCA Victor Colby. Super Set quality at a new low price. Smart, compact, has deep maroon cabinet, a phono-jack for record changer attachment like all Super Sets. Model 17T150, \$229.95

Prices shown are suggested list prices subject to change without notice and to Government Price Ceiling Regulations.

Don't miss the RCA Victor show on NBC television.

 **RCA VICTOR** 

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION Division of Radio Corporation of America

Take it
from
KATE-



NORGE PRESENTS FOR
YOUR ENTERTAINMENT...

on TV

"THE KATE SMITH
EVENING HOUR"

on Radio

"THE RED SKELTON
RADIO SHOW"

See your local paper for
time and station

"This new Norge Electric Range does everything but set the table!" grins Kate Smith. Cooks automatically by remote control four ways—including oven and Deep-Well Cooker, Tele-Speed Lights on back panel show which of 7 speeds is on for any unit. Exclusive Pick-a-Pan cabinets end pan-groping forever. Ultra-thrifty—Blended Heat Oven bakes with electricity off $\frac{3}{4}$ of the time!



"You won't know what

"You haven't seen anything till you've seen the latest Norge Gas Range!" Kate Smith insists. When you set the heat control the Balanced-Heat Oven bakes electrically. Heat-focusing Spir-O-Lator Burners light instantly when you turn the valves. New

Pick-a-Pan cabinets with slide-out racks put all your pans within finger-reach!



*Everything Norge makes
Norge makes right!*

Before they ever reach your dealer, Norge appliances have been subjected to tests far more severe than years of the hardest use in your home could duplicate. For behind every Norge-designed and Norge-manufactured appliance are the high engineering standards of the Borg-Warner Corporation. Norge has a habit of being first with new features, new conveniences. (For instance, Norge was first to introduce self-defrosting refrigerators.) And if it's Norge news it must be good news. For everything Norge makes Norge makes right!

you're missing if you don't see NORGE!"

"This is the *last word* in refrigerators!" says Kate Smith of the new Norge Jet Self-D-Froster. *Perfected self-defrosting . . . minutes-fast, completely automatic.* New spare and time-saver ideas from top to floor . . . *movable shelves, 3-in-1 Crisper with in-or-out dividers.* This is model DSD-106 (10.3 cu. ft.) . . . but see *all* the new models at your Norge dealer's now.



"Honesty folks, this new Norge Time-Line Automatic Washer is amazing!" exclaims Kate Smith. Simplest washer ever designed—not even a dial to set! Washes, rinses, spin-dries *better . . . gets clothes cleaner*, by actual test. Yet it costs *less* to buy and to use! Ask your Norge dealer for a free demonstration.



"Keep yourself in hot water economically!" quips Kate Smith. Norge

Electric Water Heaters provide crystal-clear hot water the thrifty, *direct-immersion* way that saves current. Twin Magnesium Rods check rust, tank corrosion. No flue needed—install anywhere. Table and upright models, 12 to 82 gallons.

"Here's how to really streamline washday!" advises Kate Smith. New Norge Triple-Action Washer gets a *bigger load cleaner in less time*—7 minutes is average. Non-tip Pyramid construction with 5 casters, 2 of them self-locking. Gentle-Touch Wringer, Automatic Timer, fast-acting drain pump.



NORGE

DIVISION OF BORG-WARNER

In Canada: Addison Industries, Ltd., Toronto

Refrigerators • Gas and Electric Ranges • Washers • Water Heaters • Home Freezers



a. \$27.50; b. \$29.75; c. \$33.75; d. \$35.75; e. \$27.50; f. \$33.75; g. automatic, water and shock resistant, with sweep second hand, \$49.75

Imagine quality watches like these with such reasonable price tags!

WADSWORTH WATCH PRICES START AT \$19.95

SHORTLY BEFORE Wadsworth Watches were first introduced, a friend asked me how I dared to put my personal guarantee behind such reasonably priced watches.

I answered his question by handing him a tray of models and inviting him to see for

himself. I like to remember that friend as one of our first Wadsworth Watch customers.

These watches tell a convincing story of value—to see one is to want one. But that's only one reason we say that *anyone who can afford any watch now can own a good one.*

Cases that fit, dependable movements

Wadsworth Watches are more than beautifully styled. They're surprisingly durable. The cases are designed and made by the same craftsmen who make cases for some of America's most expensive watches. They fit the movements *snugly and perfectly*, provide the protection that a good watch movement deserves.

Every Wadsworth has an excellent jeweled lever movement with interchangeable parts. (This means easy, economical servicing goes along with real dependability and accuracy.)

Wadsworth Watches bear the name of a company respected by jewelers since 1888. I'm glad to add my personal guarantee to every watch our Company makes.

See all the models at your jeweler's

Wadsworth Watches offer a wonderful range of styles—including three automatics which are unusual values in self-winding watches. The models shown above are representative of the line, but there are many more on display at your jeweler's.

Whether it's for Dad, Mom, Sis or Son, there's a Wadsworth Watch to give *top value and top satisfaction* for the money. Why not visit your jeweler soon and see for yourself.

Arthur W. Wadsworth
PRESIDENT

The Wadsworth Watch Case Company • Dayton, Kentucky • subsidiary of Elgin National Watch Company

Wadsworth
A GOOD WATCH AT A BETTER PRICE



Arthur W. Wadsworth

All prices shown include Federal Tax, and are subject to change without notice.

New Crop of Painting Protégés



NEWCOMERS AND DEALER gather at opening of room showing new work. Three other "discover-

ies" (p.91) were unable to attend. Shown behind Mrs. Halpert and beside their work are, from left: Charles

Oscar, Robert Knipschild, Jonah Kingstein, Wallace Reiss, Carroll Clout and Herbert Katzman.

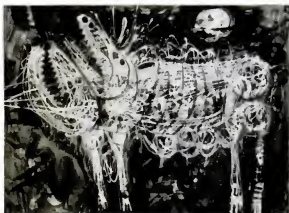
DEALER WITH AN EYE FOR TALENT TRIES TO PICK TOMORROW'S STARS

Twenty-five years ago an enterprising young lady named Edith Halpert opened a small art gallery in downtown Manhattan. She called it The Downtown Gallery and specialized in the work of modern American artists. Some of them, like William Zorach and Stuart Davis, were already known but their work was too unorthodox to be accepted by the public. Many of the others, like Ben Shahn, David Fredenthal and Jack Levine, were unknowns who were later "discovered" by the young dealer and exhibited for the first time in her gallery. In the quarter century since her opening, Mrs. Halpert's gallery, still called The Downtown, has moved uptown and her painters and sculptors (some of whom are shown at right) have risen to the top ranks of contemporary American artists. Their work, which once sold for as little as \$75, now brings up to \$6,500.

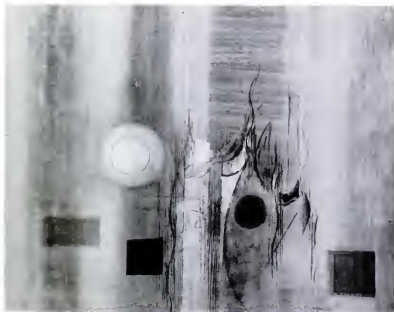
Gratified by the success of her discoveries of yesterday, Mrs. Halpert recently set out to discover some artists of tomorrow. She took off on a cross-country tour, looked at thousands of paintings, finally came up with nine young artists, most of them under 30 and most of them abstract and even extreme in style. Gambling on their "future importance," Mrs. Halpert bought outright from each of the artists a minimum of \$1,000 worth of paintings and installed them in a special room where they will be continuously on display. To encourage buyers to take a gamble, Mrs. Halpert tagged the paintings at moderate \$25 to \$300 prices. So far the dealer's gamble seems to be paying off, for already 65 pictures have been sold. Whether the buyer's gamble will pay off is up to the next 25 years.



OLDTIMERS, some of whom have been with gallery since it opened in 1926, range in age from 35 to 68. Seated, from left, are: Jack Levine (on floor), Stuart Davis (behind Levine), William Zorach, Bernard Kariol. Behind them are: Jacob Lawrence, David Fredenthal, Yasuo Kuniyoshi, Charles Sheeler, Ben Shahn.



"DEVIL'S AIDE" was produced by Kinigstein, 28, in a mood of "psychological tension." A New Yorker, he works as window designer.



"NIGHT FOREST" is Oscar's impression of North Carolina's woody mountains in the mist and moonlight. Oscar, 28, lives in New York.

"PARIS" is a wintry view of Seine done by Katzman, 29, on a fellowship in Europe. A Chicagoan, he recently won a prize at Art Institute.



"LAVENDER CIRCLE" is by Knipschild, 24, Baltimore art teacher who abandoned realism for free invention of forms and patterns.



"LULL" in an imaginary revolution was painted by Cloer, 39, an Arkansas artist whose work is also owned by Museum of Modern Art.



"JUDGMENT DAY" is Reiss's interpretation of mysteries of life and death. Now 26, Reiss works part time in New York art store.



Drink *Pabst* Blue Ribbon
Satisfy Your Thirst For Better Beer!

FOLLOW PABST BLUE RIBBON BOXING BOUTS...EVERY WEDNESDAY NIGHT...CBS TELEVISION AND RADIO NETWORKS. Copr. 1952, Pabst Brewing Co., Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.

The new 160 horsepower **DE SOTO** **FIRE DOME 8**

With this sensational new engine and with
Power Steering, it's the Car of the Year!

It's the car of the year for performance, with the biggest engine advance in a generation! De Soto's new FireDome engine has the much talked-about dome-shaped combustion chambers. You get more energy from every drop of gas... tremendous reserve power for hills, passing, and straight-aways... on regular fuel. And famous Tip-Toe Shift with Fluid Drive lets you drive all day without shifting!

DE SOTO DIVISION • CHRYSLER CORPORATION

It's the car of the year for safety and comfort features! Thrilling new Power Steering lets you turn the wheel with one finger... hydraulic power does the work for you. De Soto also offers Power Braking... push-button Electric Window Lifts... Solex Heat-Resistant Glass... and the unique Air-Vent Hood (it directs a stream of cool air to the carburetor... for greater power). See this great new De Soto—today!



POWER STEERING is easy as dialing a telephone. You can turn the wheel with one finger. Parking is easy... at last!

White sidewall tires, when available, are optional equipment.

DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both **RADIO** and **TELEVISION**...NBC networks



"CAVERNOUS IMPRESSION" was created by Robert Preusser, 32, to suggest strange forms in caves. Born in Houston, Texas, Preusser now teaches at the museum and university there.



"BACKSTREET CITY" is by youngest artist, Floyd Johnson, 19, of Topeka, Kan. Now in Air Force, he still finds time to paint, photograph, write poems about lonely mood of cities.



ROBERT PREUSSER



FLOYD JOHNSON



WALTER MEIGS



"ONE MAN FOUR POTS" was developed by Walter Meigs, 33, after seeing some ancient Roman pottery whose earth-mottled appearance suggested both the world from which it came and craftsman who made it. Meigs, who likes to make his own pottery, is an art professor at University of Nebraska.

The fashions
that bloom
in the Spring...

FLORA

by **Marvella**

You'll just walk away with
bouquets of delight when
you adorn your costume
with adorable Flora!
Tiny rosette clusters
with gleaming rhinestone centers.
Pink, blue or white enamel
on golden Marvantium.*

Corsage Pin, \$5. Spray Pin, \$7.50
Spray Earrings, \$4. Bouquet Earrings, \$3
Posy Poodle, \$5
At all fine stores. Add 20% Fed. Tax



383 Fifth Ave., N. Y. C.

REGISTERED



HIGH WAIST



LOW WAIST

Wandering Waist

WOMEN WONDER HOW TO WEAR IT
AS PARIS MOVES IT UP AND DOWN

Men who enjoy a hearty horselaugh at what women will do for fashion may be in for an entertaining spring. The first clothes from the recent Paris collections to come to the U.S. had waistlines located anywhere from near the clavicle to below the hipbone. The waist's changed situation was to be expected. This spring designers did not want to tinker with shoulders, which remain natural; they felt it unwise to move the daytime hemline; so the area left to change was the waist.

The pictures above show four major ways the middle has been shifted by (left to right) Schiaparelli, Dior, Fath and Dior again. The waist



THREE-WAY WAIST

(natural) position indicated by red line) is highest in the Schiaparelli coat, coming across the bosom. In the U.S. this may be accepted in coats but hardly in dresses. The Dior suit next to it, reminiscent of a middy-blouse gym uniform, has the waist buttoned below the hipbones. Fath's one-piece suit has three waists: one just under the bosom, a second at the natural waist, and a third at the hips where jacket and skirt merge. The Dior outfit at far right has the waistline at the hips but is loosely fitted to show where the normal waist is. Of the four this is most likely to succeed, although in American adaptations it will probably be fitted more closely.



HIP WAIST

Fashion experts are armed with an argument to soothe the customer unwilling to engulf her midriff. The new styles show off slim hips, which full skirts hide. Men are expected to complain bitterly at the vanishing of the wasp waist, a fashion they usually favor. And they could find comfort from an influential quarter. "It is quite conceivable," observed an editor of the trade journal, *Women's Wear*, "that the ascent of Elizabeth II will delay action of the middy silhouette in favor of more courtly styles." American dress houses were taking this warning seriously, and it may be that history will have the final say on the wandering waistline.

Why this popular Pullman space puts a smile on your face



1. You step aboard with a reservation for a Pullman Berth. You're shown to your own special part of a wonderful world on wheels.



2. You push the buzzer and your porter brings you a pillow. Man, how you relax! You know Pullman is by far the safest way to travel.



3. You walk to the diner and let your taste buds take over. Later, you step into the lounge car for a refreshing drink or a friendly chat.



4. You say the word and a Pullman bed comes out of hiding. You tuck yourself in between snow-white sheets for a good night's sleep.



5. You arise and freshen up at your leisure. You have hot water, towels, soap, mirrors, everything in your Pullman but a home address.



6. You get off in the heart of town minutes from where you want to be. You're there on dependable railroad schedules despite weather.

Pullman berths are priced within easy reach of the budget traveler. Get complete information from your railroad ticket agent.

Take it easy—
GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

SEPTEMBER 1935, THE PULLMAN COMPANY



Storybook Playground

OAKLAND'S CHILDREN GET OWN PRIVATE PARK

The biggest thing that has ever happened to the children of Oakland, Calif. is a park called Children's Fairyland where, in scenes right out of *Mother Goose*, they can enjoy a private world of their own. In this playground are settings from 18 familiar nursery rhymes and stories, populated with in-the-flesh characters like

The Three Little Pigs, Peter Rabbit's family and Mary's Lamb. In the year and a half since it opened, the project, which was financed by a \$65,000 public subscription and is run by the park department, has attracted half a million visitors, who often have to be dragged away crying because time goes too quickly in Fairyland.

WILLIE THE BLUE WHALE is the children's favorite animal. They enter his wide mouth (*below*), walk down his tongue past his pink tonsils to see the goldfish that are swimming in his stomach (*above*).



CONTINUED ON NEXT PAGE



SUGAR-PLUM TREE dangles lollipops just out of Dana's reach. Lollipops are hung on tree for birthday

parties which the park sets up at a charge of \$7.50 for 12 children and serves under sugar-plum tree.



GOOSEY GANDER'S CASTLE is reached by Dana across drawbridge while David climbs stairs to turret from window of which princess looks out. Children toss pennies into moat around Goosey's home.

GIANT TOADSTOOLS tower above David and Dana, who race around them. Nearby are big stone footprints of Joe Bean, the giant, which children followed at a more respectful and shuddery pace.



GUINEA PIG is held clumsily in one hand while Dana contemplates jump from cage where the park's "Animal of the Week" is housed. Other featured animals have been a raven, skunk, goat. None has suffered from handling.



HUNGRY GOAT, named Lollipop, takes milk from the bottle Jeanette holds while Dana supervises. Lollipop was born at the park, is quite used to the children.



LITTLE PIGS, all three of them, have an enclosure near the house. Fence is posted with sign which says: **LITTLE PIGS SOMETIMES BITE. (SIGNED) THE WOLF.** Taking the warning to heart, David and Jeanette remain at safe distance.



Here grownups lose all rank

Children enter the park through a 4-foot-high door in the Old Woman's Shoe after paying 9¢. Grownups pay more—14¢—must stoop to get in and may not enter at all unless escorted by a person under 12. (One sharp old lady who sought admission on the grounds that she was in her second childhood was firmly turned away.) On

the magic inner side of the shoe there is a long winding brook to follow and the grounds bloom with bright flowers and a candy tree that dangles lollipops. One day Photographer Wayne Miller followed his three children, Jeanette, 6, David, 4, Dana, 3, on their first visit to Fairyland and recorded their hectic tour for LIFE.



MARY'S SCHOOL where the lamb lives is fled by Dana, who vaults fence because lamb frightens her.



WATER WHEEL left of miller's house attracted Jeanette and David, who investigate its workings.



MISLEADING MENAGERIE advertises wild beasts, contains tame pets that children play with.

Prettiest Showgirl on Broadway

At 22, brown-eyed, raven-haired Dale Strong (*see cover*), who started her theatrical life in a roller-skating show, is—in the judgment of nightclub experts—the prettiest showgirl on Broadway. Whenever she comes on at the Latin Quarter, stars fret because with a girl on the stage who looks as fetching and who moves as sinuously as Dale, they find it impossible to hold the attention of males in their audience.

The daughter of an electrical engineer, Dale got into show business in 1947 when she was named queen of a roller-skating contest. This brought her a part in a roller revue, and she toured the U.S. as a skater for a year before getting her first nightclub job. Until recently she appeared in the Gilded Cage in New York, and when that nightclub closed she moved to the Latin Quarter. There Dale is on stage in three numbers, long enough for her to attract bids from the nightclub wolves and—far more interesting to Dale—from two big movie studios.

BACKSTAGE CALL is answered by Dale Strong, who fends off admirers. Stares of men in nightclub don't upset her: "I just look above their silly faces."



NEW green toothpaste with miracle chlorophyll

NATURE'S
GREATEST
PURIFIERDestroys
MOUTH ODORCombats Common
GUM TROUBLESFights
TOOTH DECAY

THAT COOL,
FRESH GREEN comes
from nature's chlorophyll—the greatest
deodorizing substance ever discovered!

GIVES
YOU A

Clean Fresh Mouth All Day Long!

Now—a new miracle toothpaste containing chlorophyll! Called Chlorodent, it actually destroys mouth odor. It fights tooth decay and common gum troubles.



Osmometer test

This new green toothpaste was used in hundreds of osmometer tests on people with bad breath. When they brushed their teeth with Chlorodent, their mouth odor disappeared. Two hours later, their breath was still fresh in 98% of the cases. Four hours later, 74% were still free of mouth odor!

By using Chlorodent regularly—preferably after meals—you can be free of mouth odor all day!

Chlorodent also works wonders in fighting tooth



decay. It greatly reduces the mouth acids that "eat" into tooth enamel. It helps combat the bacteria that cause these acids. And it keeps teeth so clean bacteria find it difficult to multiply.

Moreover, Chlorodent promotes the growth of firm, healthy-pink gum tissue. So, if you are troubled with tender gums, you will definitely want to use Chlorodent!



Chlorodent was perfected by the great Pepsodent laboratories after four years of dental research. You'll love its cool, minty flavor. Try it right away! See why Chlorodent is winning friends faster than any other toothpaste!

*Water-soluble chlorophyllins

Chlorodent

THE NEW GREEN TOOTHPASTE
Made by the makers of Pepsodent



KEEPING TRIM for her act, Dale Strong limbers up at the bar in a Manhattan dance studio where she studies ballet and also teaches tap dancing.

CONTINUED ON PAGE 197

"Look, but don't touch," says
Bob Hope, NBC star. "This lovely
 lovely is mine all mine! S&W Grapefruit
 Juice....one of a harem of sixteen gorgeous
 numbers. But go away, friends, don't
 bother me, bother the grocerman.
 Appeal to him. He just might
 be willing to exchange heaven
 for pennies."



Hear Bob Hope for Chesterfield on NBC.
 Tuesdays at 9:00 P. M. EST

16 quality juices—so much better... available now at
 most fine grocers



On a diet? S&W also packs **NUTRADJET**—same fine quality juices without salt or sugar added.

We invite you to discover Bellows

FOR UNFAILING QUALITY, UNSURPASSED VALUE

If you have yet to discover Bellows, it may come as a pleasant surprise that you can enjoy the traditionally superior character of these distinguished products at no extra cost. Whether it be Scotch, Bourbon or any wine or spirit, every offering of

Bellows & Company is produced to meet our exacting requirements... and to meet your desire for quality beyond question, at the good value you have a right to expect. Once you try Bellows, we believe you will never change.

BELLOWS & COMPANY

*Importers and Producers
of fine Wines and Spirits*

ESTABLISHED 1830 • NEW YORK CITY



Bellows Straight Bourbon
"Club Special" possesses a prized lightness of body and generosity of flavor designed to meet the exacting standards of America's finest clubs.

Bellows Scotch
The choice Highland components of this most distinguished Scotch impart a seldom-found delicacy of character and true aristocracy of flavor.

Bellows Partners Choice
This perfectly balanced whiskey... light, yet of ample flavor... has gained broad acclaim as the finest all-purpose whiskey on the market.

THE BEST WHISKIES ON THE MARKET... AT NO EXTRA COST

Only the Best is Labelled
BELLOWS



Our New York
Establishment Today



HER ACT consists of coming on stage at the Latin Quarter, wearing an eight-ounce transparent nylon costume utilizing 300 beads, a huge bow and a wire headdress which wiggles as she walks. She is 5 feet 4 inches tall, weighs 110 pounds. Before she came to Broadway she usually appeared in evening gowns. "When they peeled me down," she now observes, "it was the making of me."

CONTINUED ON NEXT PAGE

100,000,000 BUILT SINCE 1927



The AC Fuel Pump was the original fuel pump. It was the first efficient, reliable means of supplying the carburetor with the gasoline necessary to run the engine.

100,000,000 have been built, 40,000,000 are in daily use.

More than 90 per cent of the cars in use today were factory-equipped with AC Fuel Pumps.

AC Fuel Pumps have held their leadership for twenty-five years because they have been constantly improved to give better service and longer life. There are none better.

AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION



America's
First and Finest



ORIGINAL
EQUIPMENT ON
9 OUT OF 10 CARS
ON THE ROAD

Here's Why I Always Buy **KAST IRON** WORK CLOTHES

PERFECT FIT. A SIZE FOR EVERY BUILD.

Graduated pattern with properly proportioned collar, sleeve, collar, waist and leg length.



DRESS TYPE COLLAR

Collar is interlined, retains its shape.



TOOL-PROOF POCKETS

Durable, roomy pockets made of supple-lasting material.



TUNNEL BELT LOOPS

Smooth, more comfortable lining... better hanging trousers.



EASY TO IRON

Flat-ironed seams—bias cut waistband make for easy ironing.



HEMMED BOTTOMS

Hemmed and gunseled shirttail helps prevent rips and tears.



REINFORCED AT POINTS OF STRAIN

All garments backed with points of strain... prevents ripping.



GOOD LOOKS

Tailored smooth... Pressed closure with zipper fly makes for dress clothes fit and appearance.



TOP QUALITY sanforized fabrics

KAST IRON
WORK CLOTHES
WEAR LIKE THE NAME

RECOMMENDED BY THE
Guaranteed by
Good Housekeeping
as an advertiser's choice

OSBORN & COMPANY
General Offices: Jefferson City, Missouri



AT GILDED CAGE, DALE AND HUSBAND (RIGHT) WERE IN SAME SHOW

DALE DATES HER HUSBAND

When persistent wolves manage to reach Dale, she begins and ends the conversation by saying: "I'm sorry, I have a date with my husband." Unlike some chorus girls' retorts, this happens to be true. Dale's husband, Rod Strong, is a dancer she met when both were performing in Miami. When Rod's dance troupe left for Paris, his heart stayed in Miami. He soon found most of his salary was going for \$25 transatlantic calls to Dale, so he and Dale decided marriage was advisable. Dale flew to Paris, where they married in 1948, worked together in the Lido nightclub, formed their own dance act and toured Europe in small nightclubs. When King Leopold returned to Belgium they were dancing in a Brussels cafe, but in the near-revolution that followed, all clubs were closed, their hotel was barricaded, paving blocks were torn from the streets, cavalry galloped by all day, and they lived seven days on Camembert and red wine. But, says Dale, "we both still like cheese." They decided to end their barnstorming one day when, en route to Spain, they learned that their hotel in Barcelona had been stoned in a sudden uprising. "Somehow," Dale recalls, "that made us homesick for the U.S."



LEAVING DRESSING ROOM, Dale and Rod Strong head home after show. Rod now has his own dance act, which will open at New York's Persian Room in September. Dale hopes to become a good enough dancer to join the act later.



*Beef short ribs—long on
body-building protein*







One of the nicest jobs in the world is letting people know they are 100% right in doing something they enjoy. That's why we like our job. Nothing to persuade you about. Just to spread the good word that the meat you like (and this goes for any meat) is literally loaded with the kind of protein that helps build sound muscles and good red blood; helps strengthen your resistance to infection; nourishes your tissues and your nerves. Isn't it nice to know that you get so much good from something you like so well?

AMERICAN MEAT INSTITUTE

Headquarters, Chicago

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Meat as a Source of Protein, B Vitamins and Iron					
KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMIN (B ₁)	RIBOFLAVIN (B ₂)	NICOTINIC ACID (B ₃)	
 PORK	Excellent	Excellent	Fair	Excellent	Excellent
 BEEF	Excellent	Fair	Excellent	Excellent	Excellent
 LAMB	Excellent	Fair	Good	Excellent	Excellent
 VEAL	Excellent	Good	Good	Excellent	Excellent
 VARIETY MEATS	Excellent	Excellent	Excellent	Excellent	Excellent
 SAUSAGE	Excellent	Good	Good	Good	Excellent

Meat is an outstanding source of this recently discovered important vitamin

B₁₂



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Food and Nutrition of the American Medical Association.

Willys sets a fresh pattern for the future with The Revolutionary New



**"Air-borne" riding comfort for six adults
... 61"-wide seating front and rear**

The soft, road-smoothing ride of the *Aero Willys* makes you feel *air-borne!* Both of its wide, restful seats are cradled between the axles. Bumps and road roughness are soaked up by rubber-cushioned front coil springs, rear springs floated on rubber pillows and the newest aero-type shock absorbers.



**Aero-design and the new 90 h.p.
Hurricane 6 Engine give remarkable economy
and "take-off" acceleration**



The *Aero Willys* is built on airliner principles—with body and chassis members welded into one strong, rigid unit—streamlined to cut air drag. The new 7.6-compression Hurricane 6-cylinder engine uses regular gas, turns up 90 horsepower. With high power-to-weight ratio, you get lightning pick-up and up to 35 miles per gallon, with overdrive.

**Panoramic visibility and low
23" center of gravity for greater safety.
Driver sees all four fenders**

You get helicopter-pilot visibility in the *Aero Willys*... see all fenders from the driver's seat... a panoramic view all around... and the plane-wing hood shows the road right ahead. This low-slung beauty takes curves without roll or sway... steady and sure.



Aero Willys

Contact! . . . See the most exciting new car in a decade
 Brilliant blending of aero and auto engineering
 brings you breath-taking performance and a ride of
 air-borne smoothness  Mileage up to 35 miles a gallon



The Aero Willys Is Introduced
 In Two Beautiful Models—



Aero-Ace and Aero-Wing

The Aero-Ace is illustrated here. White side-wall fins optional at extra cost when available.

WANT A PREVIEW of the future? It's waiting for you this very day at Willys dealers—the one car that deserves the word *sensational* . . . the new Aero Willys.

What's new about it? Everything!

The new *aero-frame* construction, combining aero-design principles with Willys' four decades of auto engineering experience. Its welded, single-unit structure is exceptionally rigid, quiet and long-lasting. The *Aero Willys* is functionally streamlined from its distinctive hood—shaped like the leading edge of a plane wing—to its rear air-fins.

Its new *F-head power plant*—the high-compression *Hurricane 6*, producing more power for its size than any six in America! In the *Aero Willys*, you loaf along at 60 and cruise comfortably at 75, with power in reserve. And you top every other full-size car on mileage—with overdrive, up to 35 miles per gallon.

Its "air-borne" ride—remarkable smoothness and quietness, brought about by new springing and a drive system floated on rubber pillows from engine to rear axle. And wait till you feel its ease of handling as you pilot the *Aero Willys* in heavy traffic or park in a small space.

As for beauty, that's obvious—a wide body with graceful lines, a silhouette just 5 feet high. Beautiful in its roomy interior, too—rich fabrics and appointments in keeping with a fine-quality car.

There's much else—the gasoline cap near the center at the rear . . . warn lights for oil and generator . . . pull-out glove drawer . . . self-cleaning exhaust valves . . . scores of features!

You'll want to see the *Aero Willys* now. It is the car with performance, comfort and economy that you have awaited for a decade.

WILLYS-OVERLAND MOTORS • Toledo, Ohio



WARNING—Do not drive the Aero Willys unless you are prepared to be dissatisfied with your present car!

*Plush new textures...
Lush new colors...*

Make this your year to buy Bigelow!

Never before have you seen such beauty—walked on such luxury as Bigelow offers you today!

For Bigelow research went to work developing and improving new materials—new methods to lower the cost of high style, opening a whole new world of floor flattery for you.

Exquisite new colors that up to now were only a decorator's dream. Fabulous new patterns that were never possible with the limitations of yesterday's yarns. Exciting new textures that are the very essence of luxurious style, durability and easy upkeep!

See these carpet wonders at your Bigelow dealer's today. Compare them with any carpet you've ever known—or hoped for.

Then look at their "good news" price tags. You'll know why this is your year to go Bigelow!



Marimba. The newest of new carpet styles! Winner of the Home Fashion League's Award. Its rich, deep loop-pile is woven entirely from special carpet rayon.

Enjoy your Bigelow as you pay! Whether you choose "wall-to-wall" or budget-priced "room-size," most Bigelow dealers will arrange a convenient payment plan. So don't put it off. Beautify your home with the fine carpet it deserves today. For the name of your local Bigelow dealer, call Western Union by number and ask for Operator 25.

Get your copy of "Decorating from A to Z"! 32 pages of helpful decorating tips. Get this important home furnishing guide from your local Bigelow dealer or send 25¢ to Bigelow's Home Service Bureau, P.O. Box 310, New York 46, N. Y.



Bigelow
Rugs and Carpets

Beauty you can see...
quality you can trust... since 1825



WITH TOWEL AROUND NECK AND TAPE AROUND HANDS, 13-YEAR-OLD FRANCIS SCHULTE LIMBERS UP BY SHADOWBOXING IN DRESSING ROOM BEFORE FIGHT

BIG NIGHT FOR NERVOUS NOVICE

74-pound Golden Glover Francis Schulte of St. Louis makes weight, wins bout and is on his way up

Worried about getting down to his weight limit for his fight, Francis wound up his training on a diet of pea soup and cherries. When he stepped on the scales he was relieved: he had come down to a solid 74 pounds, one pound under the limit for his class. A mild-mannered, 13-year-old kid who wears glasses out of the ring, Francis was one of 460 amateurs to fight in St. Louis' Golden Gloves tournament. In the lightest,

least-experienced class of boxers, he was at the bottom of the pugilistic pile. But hundreds of fingerling fighters like himself had used the Golden Gloves to work their way up to the top, and Francis spent two hours waiting for his fight as nervously as if a world's championship were at stake.

Once in the ring, having shed both glasses and mild manner, Francis glared ferociously at

his opponent, Ronald Gooch, bobbed, crouched and hid himself behind his massive gloves. After a fast three rounds Francis was declared the winner on aggressiveness and a good left hook. A week later, after winning the St. Louis 75-pound subnovice title, Francis was asked how it felt to be a champion at 13. "Well, I been kicking around in this fight game for six years," he replied. "It's about time I got somewhere."



No Other Whiskey... ONLY
FLEISCHMANN'S
GIVES YOU THE



1. CHOICE QUALITY
 Fleischmann's Superb
 Straight Whiskies
 Blended With Fine
 Grain Neutral Spirits

2. Every drop
90 PROOF
 rich, robust, delicious!

3. WINNING PRICE
 America's Greatest Whiskey
 Value!

BLEND WHISKY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
 THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.



WHILE WAITING TWO HOURS FOR BOUT, 56TH OF THE EVENING, FRANCIS



TENSE TYRO leaves the
 lavatory which he visit-
 ed nine times while wait-
 ing for his fight to start.

INSPECTION finds Fran-
 cis showing bandages to
 official as Gooch (right)
 chews on his mouthpiece.

STRIPPING DOWN in already crowded dressing room, Francis looks for a place to leave his clothes.



BREATHING DEEP for doctor who listens with stethoscope, Francis undergoes preflight checkup.



TRIES CAT NAP ON COT, BUT NOISE AND NERVOUSNESS KEPT HIM AWAKE



CONTINUED ON NEXT PAGE



MARSHALL—New "U"-tip in a trim Oxford gives the lighter, Spring-like look.

*This Spring,
it's the new "U"-tip!*

YES, Wing Tips have taken a smart "U" turn.

This Bostonian comes to you in shoes that tip the scales in mere ounces. This follows the sensible trend to lighter, cooler clothing . . . hats . . . shoes.

You'll find the leather in these slick Bostonians to be supple, soft, "glove-y." See them today at your nearest Bostonian store!

Bostonians

© Bostonian Shoes, Whitman, Mass.

Greater comfort than you've ever known!

Mitzi FROCKS

feature charming styles
and quality fabrics at
moderate prices. On sale
at good stores everywhere.



Size 2-4
about \$3.95



Sizes 7-12
about \$4.95



For name of store nearest you write

MITZI FROCKS R. St. & Erie Ave., Philadelphia 34, Pa.

These are symptoms of ATHLETES FOOT

Cracks between toes

* Scaling on Soles

* Burning Feet

* Itching Feet

* Peeling Feet



For quick
relief...

QUINSANA

only
49¢
tax free



**Clothes of
Distinction...**
tailored-to-measure
by **P. H. DAVIS**

Now—new low prices,
record high values!
Wanted—Sales representa-
tives — Unusual
earning opportunity.
Write now, Dept. 256



THE P. H. DAVIS TAILORING CO.
2314 Iowa Ave., Cincinnati, Ohio

FEEL BETTER FAST!

BAYER

ASPIRIN

RELIEVES

**PAIN AND
DISCOMFORT OF**

COLDS



Nervous Novice CONTINUED



BATTLING in the ring, Francis peeks through massive eight-ounce gloves at his flailing foe. They fought two-minute rounds. Neither was knocked down.



BEAMING back in dressing room after fight, Winner Schulte throws friendly arm around Loser Gooch, who unravels gauze and tape from around his hand.



VISITING friend in infirmary who lost fight because of bleeding birthmark behind ear, Francis tries to give consolation. "Gee," he said, "that's tough."

Soft as old linen...
Scott Tissue
the absorbent soft
white toilet tissue
1000 SHEETS
SCOTT BROS. COMPANY, CHICAGO, ILL.

The best — the very best*
of everything for your baby...

* There is always one leader by which others are judged

Scott Tissue "Soft as old linen." Reg. U.S. Pat. Off.

Seeing is believing—here's

A DISHWASHING MIRACLE!



CLEANER DISHES... RING-FREE PAN ...*Tide* CUTS GREASE AS NO SOAP CAN!

1. No greasy water—
No dishpan "ring"!

Lady, Tide not only gives you cleaner dishes—Tide actually makes dishwashing a clean, pleasant job, instead of a greasy, messy one. It's a miracle the way Tide floats grease off dishes, seems to make grease *disappear*. The dishwasher stays so *clean*, and when you pour it out, there's no greasy "ring"... even the dishpan is clean! There's *nothing* like Tide!

2. Dishes sparkle—
even without wiping!

It's a miracle the way Tide gets dishes *CLEANER*—more sparkling bright—than any soap of *any* kind! Tide *leaves no soap film* to dull or streak them. No need to wipe! Just rinse and let them *drain dry*... and every dish, every glass will simply *gleam*. Talk about *easy*! There isn't another product made that will do the job easier than Tide!

3. Kind to hands, too—
now milder than ever!

If you hate putting your hands in greasy dishwater—how you'll love Tide's smooth, stay-clean suds! Those long-lasting suds are *kind to hands*—milder than ever before. Yes, Tide makes dishwashing so much *pleasanter* and *easier*, gets dishes so much *CLEANER*! Try it—and see why more women use Tide than *any other dishwashing product*!



ALWAYS BUY TWO...



ONE FOR DISHES...



ONE FOR LAUNDRY!



WITH HIS STAFF Chaplin watches rehearsal of the ballet for *Limelight*, swaying to the music and half dancing himself as he coaches the dancers on stage. Directly

behind him are Assistant Director Bob Aldrich, Buster Keaton (in white shirt), Cameraman Karl Struss (in camera runway) and his other production associates.

Chaplin at Work

HE REVEALS HIS MOVIE-MAKING SECRETS

PHOTOGRAPHED FOR LIFE BY W. EUGENE SMITH

For more than 30 years, wherever movies have been shown, Charlie Chaplin has been the top ringmaster of the best-loved human sound—laughter. Millions have known him as the funny tramp—Charlie or Charlot or Carlitos or Carlino—the creation of an unequalled comic artist. But almost no one has known the artist at work. Distracted by exploitation, resentful of imitation, consumed with possessive interest in every facet of production, Chaplin has produced his films in uncommon secrecy, shunned the intrusions of press and public. Few except his crew and coworkers have ever seen a Chaplin film being made.

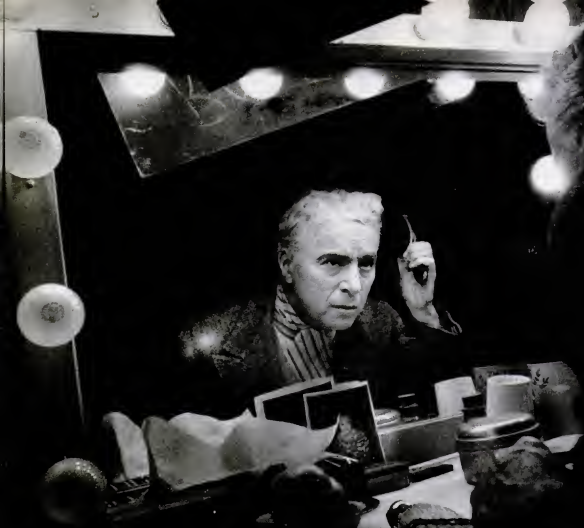
Now, for *LIFE*, this secrecy has been lifted. While working on his 81st movie, a tragicomedy

called *Limelight* which will be finished and released this year, Chaplin for the first time in his many years of movie-making has permitted a photographer free range on his set. Photographer Smith spent five weeks at his studio and home to produce the first visual study ever made of Chaplin at work. It is with Chaplin the filmmaker that these 11 pages of *LIFE* are almost entirely concerned—not with Chaplin the public figure, whose political views and personal life have in past years scandalized many people.

Today, at 63, Chaplin is a small, graceful, white-haired man who still walks with the mincing gait of the universal tramp, still uses the familiar gestures of the early pantomime. His work schedule, his stubborn, tempestuous and

infinitely exacting methods wear out men far younger than he. In *Limelight* he is everything—producer, author, dialog writer, composer, choreographer, director, film-cutter—and star. He designed his costumes and even the make-up for his many roles-within-roles (pp. 118, 119).

Like his energy, Chaplin's appeal seems inexhaustible. Not a single film Chaplin has made has lost money. The oldest of them, when available, are still lucrative attractions in foreign markets. American television agencies have reportedly made fabulous and fruitless offers to acquire the early Chaplin classics. Meanwhile Chaplin says, "I shall go on making films until I die, and I shall always have to think the last one will be the greatest of them all."



MAKING UP, CHAPLIN ASSUMES THE ROLES OF HIS HERO CALVERO (ABOVE) AND CALVERO AS A COMIC VIOLINIST (BELOW)





CHAPLIN GIVES HIMSELF A WIDE GRIN AS A CLOWN (ABOVE) AND AN APPRECIATIVE SNEER AS AN ANIMAL TRAINER (BELOW)





ROARING, Chaplin rolls on floor in exaggerated glee to show extras what he wants of them as an audience in music hall. While scene was actually being shot, Chaplin whistled, shouted, stomped to encourage a raucous performance.



DANCING to show Melissa Hayden just what he wants, Chaplin pirouettes as André Feglevsky watches. Miss Hayden doubles for

heroine in dance sequences. Both she and Feglevsky, who are leading American dancers, were surprised by Chaplin's ballet knowledge.

RESTING between takes, Chaplin, dressed in animal-trainer clothes, slumps amid a litter of props and light stands. This uncharacteristic show of fatigue was the beginning of virus infection which suspended shooting for a week.



SUBSTITUTING momentarily for Claire Bloom, Chaplin directs his son Charles, 27. He and his brother Sidney, 26, sons of Lita Grey Chaplin, have parts in film.



INSTRUCTING Cameraman Karl Struss (left), Chaplin, dressed for his clown role, frames hypothetical camera angle with his hands.



SIGNALING from high in the wings of the music-hall set, Chaplin prepares to shoot a backstage sequence showing scenery changes.





WITH HIS SON Sidney, who acts a young composer, and Claire Bloom, Chaplin sets mood for love scene.



WITH HAYDEN, in the ballerina's dressing room, Chaplin looks over several film clips that he particularly liked.



WITH EGLEVSKY on the set, Chaplin fits dancer's costume to make sure it will stay in proper place.



WITH OLD FRIENDS, Harry Crocker (left) and Tim Durant, who have bit parts in the film, Chaplin laughs uproariously at their reminiscences of the silent days.

'...I am naturally pedagogic'

At the set Chaplin, as *Limelight* producer and director, took on a multitude of concerns. He scanned drawings of set designs, looked at every costume, stopped in hallways to approve the casting of bit players, discussed the lighting, examined props. Seen from the high catwalks, his white-thatched head bobbed and drifted around the stage, peering into the camera, improvising parts of comic routines, changing setups, coming to rest momentarily at the side of Bob Aldrich, the imperturbable assistant director. "I wouldn't do all this work myself if I didn't enjoy it," he explains. "I am naturally pedagogic. It's not the nature of the beast to let someone else do it for me."

Chaplin's work on the film really began about two and a half years ago when he first outlined the script. It began as a saga and finished as a simple story. "Simplicity," Chaplin observes, "is no simple thing." Writing in shorthand, using shears to cut out paragraphs, tapping them to other scattered paragraphs and finally leaving the piecemeal lengths of his pages to be typed up by a secretary, Chaplin accumulated a monumental first manuscript of 750 pages. He found himself writing full biographies of his main characters, describing their childhood and their family life. Most of this material was discarded in the final version. "Yet," Chaplin explains, "I was able to build my characterizations on those pages thrown away."

The *Limelight* shooting schedule was set at 36 days, the larger part of it to be done at the studio Chaplin has owned since 1918. Because of illness which sent Chaplin to bed, the movie was completed in 50 days, still a new record for a full-length Chaplin film. Chaplin the producer worried about the delays and his budget. The day's shooting over, he would creep wearily to the projection room and watch the rushes. With make-up still on his face, he would sit huddled in a worn topcoat and pick out the sequences he liked. "When they look bad," he said, "I feel suicidal."

On the sound stage Chaplin the performer and Chaplin the director intermingled continually. Abruptly the one, with a dissatisfied wave of his hand, became the other, impatiently correcting himself, adjusting, then reverting to role. Sometimes, after a much-repeated take, an assistant's voice would call from the shadows behind the camera, "That was a little gem." Occasionally Chaplin would agree; more often he would call back. "All right, but let's do it once more." After another take—or a few others—the comedian would stand still, his hands thrust into his back pockets, his head cocked to one side. Then, smacking his lips thoughtfully, slicing the air with his cane, Chaplin the performer would step through the light to the camera and become Chaplin the director. "That one is good," he would nod. "Print it."



WITH HIS WIFE Oona, daughter of Playwright Eugene O'Neill, Chaplin shares a dressing-room lunch of hard-boiled eggs, fresh fruit and coffee lasting half hour.



ALL THE PREPARATIONS BEHIND, Chaplin becomes the actor, skipping youthfully across the stage. Here, in one of his *Limelight* acts, he is again a cane-twirling

tramp—but a different kind of tramp, with a trimmer mustache, a jaunty hat and a youthful voice, as he sings, in a music-hall number, "It's luv, luv, luv."



YOUTH AND AGE argue as the young dancer Thereza (Claire Bloom) urges Calvero (Chaplin) not to give up on his career. Thereza promises to help him.



IN A DREAM Calvero imagines that he is once again a great entertainer acting part of a wisecracking tramp who flirts with a girl—Thereza—in the park.



STARTING HIS COMEBACK, Calvero plays a clown in a ballet which stars Thereza, squirting water through his ears at a policeman (Charles Chaplin Jr.).

CHAPLIN CONTINUES



THE HERO of *Limelight*, Calvero, a sodden figure at the beginning of the film (left), comes back to famous old role as a grotesquely comic animal trainer (right).

Sorrow and slapstick

The theme of *Limelight* is the dedication to their work of old music-hall performers (Chaplin himself was one years ago). The hero, Calvero, played by Chaplin, is a renowned comedian gone to seed, haunting bar-rooms where acquaintances might pick up the tab. His heroine, Thereza, is a young dancer, acted by Claire Bloom, 20-year-old English actress chosen by Chaplin after he had sifted through scores of candidates. Thereza suffers an attack of rheumatic fever and, believing she will never walk again, attempts suicide. Calvero saves her, nurses her to health and she, in her turn, saves him from the dissipation and ruin into which he has fallen. In one incomparable evening he again becomes Calvero the great clown, acting a comic animal trainer, a mad violinist, a sprightly tramp.

Chaplin had carefully planned what to do in his dramatic scenes. But the comedy routines often had to be developed through trial and error and patient improvisation. The scene below with Buster Keaton, himself a star of the silent comedies, began with only the meager idea of a nearsighted pianist and an acrobatic violinist. The two, who had never appeared together before, spent a day of preparation in shirtsleeves organizing the piece of business which would form their act. With utter disregard of their ages (Keaton, 56, Chaplin, 63), they danced and tumbled, experimented, repeated. Over and over Chaplin twirled, tripped, rolled across the footlights into the orchestra pit where worried grips stood by to catch him. Time and time again Keaton staggered from the wings, crashed awkwardly into the piano and fell to the floor in a flutter of music sheets. Stagehands, dancers, musicians sat in bemused groups breaking into laughter, applauding as they watched a show no one else would ever see.



AS A MAD VIOLINIST, Calvero loses his instrument in a rough-and-tumble routine with a nearsighted pianist (Buster Keaton), who impales it on his foot.



IN A TUMBLING DANCE Calvero somersaults, does split and pops to his feet without breaking rhythm. At no time did Chaplin use a double for such stunts.

He would stop only for a moment to have the perspiration on his face blotted so it would not shine in light, then repeat stunt until he was fully satisfied with it.



AT THE FILM'S CLIMAX Calvero waits for doctor after comic act in which he falls off stage into bass drum. Thereza, who has a moment before her ballet,

leans over him, unaware of how seriously he has been hurt. While still in drum Calvero is carried carefully to stage center for last curtain call he will ever take.



ON TENNIS COURT Chaplin charges after drop shot. A left-hander, he plays a fast, stubborn game, has a very strong forehand, is happiest when he can put the ball away on the first volley. During film shooting he plays Sundays.

AT HIS PIANO Chaplin hums and conducts while Arranger Ray Rasch, who worked with Chaplin on the score for seven months, takes down idea for changes. Chaplin also wrote a violin concerto for the movie.

← WITH FAMILY Chaplin sits on the sunporch for first group portrait ever published. On her lap Mrs. Chaplin holds Victoria, 8 months old, who reaches toward Gerakline, 7½ years, for a pigtail. Josephine, 3, looks bored. Michael, 6, tries to look aloof—and is gleefully mimicked by his father. Victoria, Michael and Josephine appear in *Limelight* for a moment in a brief street scene, listening to an organ grinder as Chaplin walks by.



FOND FATHER, Chaplin picks up shy, big-eyed daughter Josephine, gives her good-by kiss and tells her that she may go out on the lawn and play with their family cat.

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now at your nearby Bendix dealer's. See the new Magic Heater at work, see how the patented Dyna-Surge cylinder gently lifts and drops clothes through hot, sudsy water 59 times a

minute... learn how Bendix keeps dirty wash water from draining back through the clothes. See how little it costs to get this finest of all automatic washers!

in New *Snow White* Bendix Wash Water Hotter — Keeps it Hot *Gets clothes cleaner!*

The hotter the water... the cleaner the clothes! That's something everybody knows, but nobody has been able to do much about. Until NOW! Now Bendix has found a way to let you wash clothes with water hotter than hands can stand. As a result, clothes come out truly *snow white*, thoroughly, hygienically cleaned—laundered as *no other automatic*, no other washer of any kind, can possibly do!

Naturally enough, this new washer is called the Snow White Bendix—and you'll marvel at the way its built-in Magic Heater makes wash water hotter—keeps it hot—*gets clothes cleaner*. All you do is set the dial for hot water washing, and the heater comes on automatically as soon as the tub is filled. Shuts itself off automatically, too... there's no fuss, no worry.

Costs Nothing Extra! This wonderful improvement—perhaps the most significant since the invention of the automatic washer itself—adds not a penny to the cost of your Snow White Bendix. And it costs only a few pennies a year to operate—causes no extra work.

FREE! Jolly Snow White Comic Book—filled with the fabulous adventures of Snow White and the Seven Dwarfs. Every child will enjoy one. No obligation. Just ask your Bendix dealer.

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Snow White
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coming soon
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Model G-314



BENDIX HOME APPLIANCES, Division Avco Manufacturing Corp., South Bend, Indiana



Wheel Covers standard on ROADMASTER, optional at extra cost on other Series.

This Stepper's a Stopper

THE first thing that most people want in a car is certainly yours in the Buick beauty pictured here.

It's nimble, it's agile, it's quick on the trigger, the instant you ask it to go.

That's because it has a real Fireball Engine—a high-compression 8 and a valve-in-head — that pours on the power and still spares the gas.

But this alert and able lovely is also a stopper—in a lot more ways than one.

There's an eye-stopping grace to the bold sweep of its lines and an eye-popping look of luxury to its smart new two-toned upholstery.

You'll soon find, too, that it's a

capable stopper of jounce, jolts and lurch — as Buick's Million Dollar Ride coasts you over the road with millpond serenity.

And as your foot moves over to the brake pedal, you'll find that a gentle pressure says "stop" with compelling authority. Pedal pressure is multiplied five times by this Buick's hydraulic system—multiplied some more by the self-energizing action of Wide-Band brakes, new this year.

So far, so good. But there's one more question we hear people ask. How about money?

When you compare the price tag this fast-stepping stopper wears with the price tags on

cars of lesser heft and horsepower — when you compare what your dollars buy in room and comfort and power and extra features here — you'll agree that there's only one car for you, and its name is Buick.

How about coming into our showrooms tomorrow?

Equipment, accessories, trim and models are subject to change without notice.

**Sure is
true
for '52**

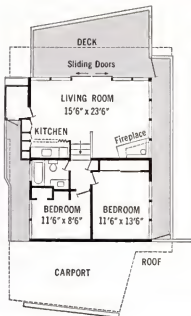
When better automobiles
are built

BUICK
will build them

SEE YOUR NEAREST BUICK DEALER

Eastward Ho

CALIFORNIA HOME STYLES INVADE REST OF U.S.



The informal, easy way people live in California is so appealing to the whole U.S. that native son Harry Jackson, executive vice president of the five Jackson furniture stores in northern California, has sparked a vigorous movement to make West Coast houses and furniture available to other parts of the country. As an example of the casual comfort and low price of California designs, Architect Jon Konigshofer built this 840-square-foot, two-bedroom hillside house in Carmel, complete with hot-water heater, central furnace, mirrors, and lighting fixtures for under \$10,000 (floor plan is left, living room below). It is designed for a hillside because these sites are usually inexpensive. The

Jackson stores furnished it for under \$3,000.

Konigshofer's plans may be rented for \$350 and include a complete list of all necessary materials down to the last nail and washer so that the home buyer can order the materials, save the cost of architect and contractor, and have his house put up for no more than the cost of most development houses. In rugged climates it might require an additional \$1,500 to \$2,500 to insulate the house. The \$3,000 worth of comfortable, modern furnishings show how pleasantly California modifies and uses Japanese and Pacific island influences. Many examples of this style of West Coast design, called "Pacifica," are now appearing in stores across the U.S.



SPACIOUS EFFECT is created by the wall of sliding glass doors which separate the living-dining room from the deck. Even when the doors are closed there is an illusion of a vast room. Philippine mahogany dining table (left) costs \$75,

benches \$24.50 each. At right are officer's chair and *tonsu* (buffet) imported from Japan; the 8x10 straw rug (right) costs \$34.50. Reader on deck sits in one of two boomerang chairs, \$60.45 each. Coffee table by windbreak on the deck is \$39.50.

NO BELTS
NO PINS
NO PADS
NO DOOR



City..... State.....



HOW MONEY WAS SAVED



A black leather tassel loafer shoe is shown from a side profile. The shoe has a classic loafer design with a tassel on the vamp. The insole is visible, showing a brand label that reads 'Vedette' and 'Made in France'. The shoe is positioned diagonally across the frame.



Gardiner Shoe Co., Inc., Gardiner, Maine

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SUN-MAID THRIFT-1-PACK
Six Handy Pocket Packs At
A New Low Price!**



COSTUMES BY ADRIAN

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On New York Central, there's *room* for sociability. Over refreshments or cards in the lounge car . . . or over a grand, freshly prepared meal, enjoyed at leisure at your dining car table.

There's a sociable atmosphere, too. For you're not gripping a wheel . . . or worrying

about the flying weather ahead. You're at ease . . . relaxed . . . with a deep-down sense of security in *any* weather.

Comfort of body. Comfort of mind. You're sure of both on New York Central. And they add up to an overnight vacation that no highway or skyway can equal.

Privacy If You Prefer! Loaf, read or work till bedtime in your own hotel-room-on-wheels. It's a pleasant preparation for a wonderful *Water Level Route* sleep that will get you there tomorrow, rested, refreshed, with energy at peak!

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The Water Level Route—You Can Sleep



Decorates the Finest Homes



No other Bond can match that Kentucky Tavern taste

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MASTER BEDROOM looks uncluttered because of the well-designed furniture. Headboard for the two beds is \$198, could be made by local carpenter.

THE INTERIORS ARE SERENE

Furnishings throughout the house are native California designs with the exception of a few pieces which are imported from Japan. Distinguishing marks of the Pacifica furniture are its simplicity and lack of ornamentation, the absence of tricky, expensive finishes (most of the wood is merely rubbed and waxed). The pieces chosen for this small house are small in scale, which keeps the rooms from looking crowded with furniture. This sparse, serene effect is also inspired by Japan.



LOW COUCH (there are two in the living room) has a natural mahogany base, black metal legs, a firm mattress and bright bolsters. Complete, it costs \$198. A similar couch could be made by mounting a sheet of 3/4-inch birch plywood on iron pipe legs, covering it with mattress. This would cost about \$80.

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LIFE GUARANTEE POLICY
THIS AIRPLANE CLOTH COLLAR IS GUARANTEED



THE OLD MASTER of base running, Ty Cobb, makes the dirt fly as he throws his tremendous speed into third base in a 1909 game at New York. The photographer,

Charley Conlon, says Cobb was stealing; Cobb says he raced to third from first on a bunt. Either way, it was a magnificent slide and shows Cobb at his unbeatable best.



COBB TODAY IS 65, RETIRED AND WEALTHY. HERE HE RELAXES AT HIS WINTER HOME IN CALIFORNIA

THE GREATEST PLAYER OF ALL TIME SAYS: THEY DON'T PLAY BASEBALL ANY MORE

by TY COBB

If the baseball moguls want to know why their sport is declining as the great American pastime, I can tell them:

There are only two players in the major leagues today who can be mentioned in the same breath with the oldtime greats.

Some of the most publicized hitters of recent years—I'm thinking especially of Ted Williams and Joe DiMaggio—have limped along on one cylinder. Playing the same way in the old days, they would never have hit the top.

Most players don't learn the fundamentals. Most of them don't practice. They don't even train. The sole object, encouraged by the lively ball and the shortened fences, is to make home runs. But even the home run, becoming commonplace, has lost its thrill.

Nobody in the major leagues today—not even Jackie Robinson, Sam Jethroe or Minnie Minoso—is a first-class base runner. The oldtime pitchers and catchers wouldn't have let them steal very often.

Nor have today's pitchers and catchers ever learned how to stop a good base runner.

If one of the oldtimers could come back today in the full glory of his youth, he would run wild and steal over 100 bases a year.

The so-called "strategy" of the modern managers loses more games than it wins. About all it does is slow up the game to the point where a spectator never knows what time he will get home to dinner or to bed.

There are too many joke teams, like last year's Browns. In far too many games they fall behind by scores like 12-2 around the fourth or fifth inning and everybody concerned might as well call it a day.

In other words science is out the window. Baseball has degenerated into a slugging match. The way they play today, it's as if two golfers decided to forget all about the course—with its dog-legs, sand traps, roughs and putting greens—and instead just went out to see who could hit the ball the farthest at a driving range.

One of the few scientific hitters left in baseball today is Phil Rizzuto. He's small and frail, and there are a hundred players in the big leagues who can hit a longer ball. But he



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ON THE GO...from one end of the country to the other, the railroads are the nation's basic carrier of goods—hauling more freight more miles between towns and cities than all other kinds of transportation put together.

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this continuing investment in America's future, railroads need two things: materials, principally steel, for building new freight cars and locomotives...and money to pay for these improvements. And that money can come only from adequate rates, based on today's higher costs of operation.

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Cobb's Great Page in Record Book

Born, December 16, 1886, at Narrows, Banks County, Ga.
Height, 6'00". Weight, 175. Blue eyes and light hair. Threw right and batted left-handed.
Nickname—Toots-E-English.
Married Mrs. Frances Fairbairn Case Fucus, September 24, 1949.

Retired—Hunting, fishing and golf.
Succeeded Hugh Jennings as manager of Detroit Tigers, December, 1960, and continued until released, November 2, 1966.
Outstanding performance—Led American League batters, 1907-08-09-10-11-12-13-14-15-16-17-18 and 1919; scored most runs, 1909-10-11-15 and 1916; made most hits, 1907-08-09-11-12-13 and 1917; and led in 1918; most doubles, 1908-11 and 1914; triples, 1908-11-17 and 1918; home runs, 1909; total bases, 1907-08-09-11-15 and 1917; runs batted in, 1907-08-09 and 1917; stolen bases, 1907-08-11-15-16 and 1917. Had 96 stolen bases in 1915, the modern major league record. Led the league outfielders in 1924, most seasons from 1901 to 1908. Had 50 stolen in 1907. Tied league record for highest percentage for 100 or more games, season—420 (1911); played 2,022 games in 1911, most times five hits in one game, season—11 (May 2, July 7, second game, July 12 and July 17, 1922); six base hits in one time at bat—May 5, 1925; set major league mark with most total bases, league—3,363; tied league record with Gehrig for most total bases, game—16, May 5, 1925; made most o-e-base hits, league—3,052; most three-base hits, league—297; hit three home runs, game—May 5, 1925. Received Chalmers Award (automobile) for leading American League batters, 1910.
Elected to Hall of Fame in 1936.

Year	Club	League	G.	A.B.	R.	H.	HR.	SB.	RBI.	B.A.	F.A.
1904	Augusta	South Atl.	37	135	14	32	1	4	...	237	946
1905	Amitee	So. Western	29	123	14	32	0	6	...	278	...
1905	Augusta	South Atl.	104	411	60	134	0	40	...	326	927
1905	Detroit	American	41	150	19	38	1	2	...	240	925
1906	Detroit	American	97	350	44	112	1	23	...	320	931
1907	Detroit	American	150	605	97	212	5	49	...	416	250
1908	Detroit	American	150	581	88	191	4	5	...	424	944
1909	Detroit	American	156	573	119	216	9	76	...	416	946
1910	Detroit	American	140	509	106	196	6	65	...	385	958
1911	Detroit	American	140	501	147	248	8	83	...	440	987
1912	Detroit	American	140	533	119	227	7	61	...	410	940
1913	Detroit	American	122	428	70	167	4	63	...	390	947
1914	Detroit	American	97	345	59	127	2	22	...	368	919
1915	Detroit	American	163	544	144	209	3	96	...	516	1011
1916	Detroit	American	143	542	113	201	6	66	...	477	953
1917	Detroit	American	102	388	107	225	7	55	...	386	973
1918	Detroit	American	111	421	53	161	3	34	...	364	962
1919	Detroit	American	124	497	92	191	1	34	...	434	973
1920	Detroit	American	112	425	96	143	2	14	...	434	966
1921	Detroit	American	128	507	124	197	12	52	...	401	989
1922	Detroit	American	137	526	99	211	4	9	...	401	980
1923	Detroit	American	145	556	103	169	6	9	...	416	986
1924	Detroit	American	153	625	115	211	4	23	...	474	986
1925	Detroit	American	121	415	97	187	12	23	...	376	946
1926	Detroit	American	79	223	46	79	4	9	...	62	339
1927	Philadelphia	American	134	490	104	175	8	22	...	407	959
1928	Philadelphia	American	95	353	54	114	1	6	...	322	964

Major League Totals..... 3033 11269 2244 4191 116 692 1901 367 961

*Released, November 2, 1926, and signed with Athletics, February, 1927.

WORLD'S SERIES RECORD

Year	Club	League	G.	A.B.	R.	H.	HR.	SB.	RBI.	B.A.	F.A.
1907	Detroit	American	5	30	1	4	0	0	0	200	1,000
1908	Detroit	American	5	15	3	7	0	2	2	285	500
1909	Detroit	American	7	36	3	6	0	3	3	324	569
World's Series Totals.....			17	65	7	17	0	4	5	809	2,069

THE SPORTING NEWS

COBB'S QUARTER CENTURY in baseball is never likely to be equaled. At 19, in his first full season at Detroit, he hit .320. At 41, having moved to Philadelphia after a stint as player-manager, he still batted .323. A great runner and fielder, his only weakness was a throwing arm hurt early in his career.

TY COBB CONTINUED

can lay down a perfect bunt and poke his hits in any direction, and he gets results. Pound for pound he is the best baseball player alive. I love to watch him in the field as well as at bat; he takes off grounders like picking cherries, and in the last World Series he sparked eight double plays that slammed the door right in the Giants' faces. In fact if it were not for Honus Wagner, who was a superman in every respect, I would make Ritzuto my all-time all-star shortstop. He and Stan Musial are the men I had in mind when I said there are only two players nowadays who can stand comparison with the oldtimers.

There are no others today who can stand up against the oldtimers. Take Ted Williams, a marvelous natural athlete and a man who can really meet and stroke that ball. I would put Williams in left field on my modern-day all-star team without giving anybody else a second thought. But you cannot call him a great hitter in comparison to the greats of the past. He could pull the ball, and that's all. When opposing managers invented the "Williams shift," there was nothing he could do about it. It was a crime the way he let them neutralize his power; worse than that, it was an insult to his ability and judgment. And it cut down his batting average by dozens of points a year.

Babe Ruth was a left-handed pull hitter too, and the first and greatest of the home-run kings to take advantage of the lively ball. But when he wanted to—which was any time the defense gave him an opening—he could hit; anybody with enough ability for the big leagues can learn to do it if he is willing to take the trouble. To hit to the opposite field, all you have to do is close your stance, dropping your rear foot back a couple of inches, and chock up on the bat a little to punch the ball rather than pull it. A little practice and you can drop the ball in the opposite field every time. Williams

CONTINUED ON PAGE 141

Why Beautyrest at \$69⁵⁰ is the least expensive mattress you can own!

It isn't the price that tells the whole story on a mattress.

Actually, the cheapest mattress may be the most expensive you can buy in the long run.

It's how long the comfort lasts that counts.

In tests conducted by the U. S. Testing Co., Beautyrest® took 740,744 more poundings from a huge, roller-type "Torture Tester," lasted more than twice as long as the next-best mattress tested.

In fact, Beautyrest lasted *two, three and four* times longer than the other "ordinary" mattresses!

On this basis, it would take *two or three* "ordinary" mattresses to last as long as one Beautyrest. Yes, Beautyrest usually *outlives* its ten-year guarantee. So, \$69.50 comes down to 2¢ a night and less. And every night, the super comfort of Beautyrest!

NOW . . . Only Beautyrest offers you a choice of firmness

Choose the famous *Normal-Firm* model or the new *Extra-Firm* model. Either way, you get the BEST, because, either way, you have Beautyrest, \$69.50 each; matching box spring also \$69.50.

3 features that make the most of your mattress dollar.



1. Level support. (Top picture): black tape has been pasted along spine of girl on "ordinary" mattress. Note how tape curves, proving spine is in "hammocky" position. (Bottom picture): black tape has been pasted along spine of same girl on Beautyrest. Tape is level, proving spine is resting in posture-right comfort.



2. Sag-proof. In "ordinary" mattress, springs are wired together. Press down on one spring, near-by springs sag. *Not so on Beautyrest.* Each of 837 coils is independent—not tied together! Glass won't tip even when near-by spring is pushed down. Sag-proof.



3. Reputation. Beautyrest Mattresses 25 Years Old! Mrs. E. C. Sturdy, Exec. Housekeeper of White Swan Hotel, Uniontown, Pa., writes, "People say how comfortable our Beautyrest mattresses are, 25 years and still as wonderful as when we bought them!"

Only SIMMONS makes

Beautyrest

NORMAL-FIRM
("Standard")



EXTRA-FIRM

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1. Level support. (Top picture): black tape has been pasted along spine of girl on "ordinary" mattress. Note how tape curves, proving spine is in "hammocky" position. (Bottom picture): black tape has been pasted along spine of same girl on Beautyrest. Tape is level, proving spine is resting in posture-right comfort.



2. Sag-proof. In "ordinary" mattress, springs are wired together. Press down on one spring, near-by springs sag. Not so on Beautyrest. Each of 837 coils is independent—not tied together! Glass won't tip even when near-by spring is pushed down. Sag-proof.



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THE WILLIAMS SHIFT puts Cleveland's entire infield between second and first as the famous modern slugger

TY COBB CONTINUED

could do it but he wouldn't learn—until his elbow injury forced him to last year—and a ballplayer who fails to master the fundamentals and make the most of his skill has no place among the all-time greats.

Joe DiMaggio was another modern who made a name for himself without even scratching the surface of his talents. Joe was perhaps the greatest natural ballplayer who ever lived. He had everything: speed, grace, agility, a good eye, long and strong arm muscles. But Joe, like Williams, never liked hitting to the opposite field. And even worse, he was perhaps the outstanding example of how modern baseball players neglect to train and keep themselves in condition. He hated physical exertion, and as far as I know he never took a lick of exercise from October until March. Naturally he went to spring training with his muscles weakened and soft; naturally he got hurt a lot. He will never know how great a ballplayer he might have been—or how many more years he might have lasted—if he had taken care of himself. I think he could still be out there this summer, gobbling up those fly balls and hitting .350, had it not been for all those lost winters. (His brother Dom has much less talent but by conditioning himself is making it go a lot further.)

What a ballplayer does during the winter is more important than what he does in spring training. My own method was to hunt—to walk 20 and 30 miles a day in the fields in Georgia or through the snow in Canada, wearing a pair of heavy boots or with lead weights tacked on the instep of my shoes. I never arrived at the training camp so overweight that I had to start knocking off the fat, or so out of condition that I would break out in sweat every time I ran after a fly ball. In fact the best season I ever had, I was a holdout and didn't report to the team at all until less than a week before the opening game. If I had been a pitcher, my idea would have been to warm up two or three times a week all winter—not throwing the ball hard, but just jolting it for a half hour or so, and then maybe cutting loose once or twice.



GREATEST of modern hitters to Cobb is Stan Musial.

comes to bat. If Williams had punched the ball to left as Cobb suggests, he would automatically have had a hit.

But nowadays ballplayers are just part-time athletes—which is contrary to all the laws of nature. A couple of years ago when the Yankees looked like the greatest thing to come along in modern baseball, their three key players were doing things in the wintertime that made my flesh crawl. DiMaggio was sitting around. Phil Rizutto was selling men's suits. Yogi Berra was working as a greeter at a St. Louis restaurant. No athlete, if he wants to live up to his potentialities of greatness, has any business spending nearly half the year in an armchair or a ribbon-clerk job. If you have to make some extra money, go work in a warehouse or deliver yourself some ice.

I often wonder what today's batters would have done against the old trick pitching—like the spitball and the other freaks. All that sort of thing is outlawed now and I'm glad it is; the freak deliveries were hard to control and therefore dangerous, and tampering with the ball isn't baseball anyway. But it shows how hard the old pitchers tried, and what the old hitters had to face.

Jack Chesbro of the old New York Highlanders (now the Yankees) was the first real master of the spitball. He wet the ball with slippery elm where he gripped it with his first two fingers, and it was given its spin by his thumb, just the opposite of what happens in an ordinary throw. His overhand pitch came up to the plate like any standard fast ball and then dove under your bat. His sidearm fast ball, instead of breaking in, turned into an outshoot. He won 41 games with his spitball in 1904.

The oddest pitcher of all was Eddie Cicotte. He kicked around the big leagues for a long time, with only medium success, and then suddenly came up with the most mysterious pitch ever seen. It arrived at the plate looking like nothing much at all, and no matter how closely you watched you never could see it break. You would have said that he had absolutely no stuff whatever.

Yet it was almost impossible to get the bat on the pitch. I always liked a high fast ball and many a time I got one of them from Cicotte, had it measured and took a good swing at it—but couldn't get hold of it. I kept cutting under it. Even Babe Ruth



A DISAPPOINTMENT to Cobb is Yankees' DiMaggio.



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TY COBB CONTINUED

never got anything better than a two-base hit off Cicotte. He never told his secret to anybody, not even his catcher or manager, and to this day it remains a mystery. The only thing I could ever figure was that he had developed some way of reversing the idea of the spitball by wetting the ball under his thumb, or some other part of his hand, to give him an extra amount of spin from his first two fingers. Instead of diving like a spitball sinker, it took a little hop. It turned Cicotte from an average pitcher into a topnotcher, until he came to grief in the Black Sox scandal, and nobody ever succeeded in imitating him.

EDITORS' NOTE: Cicotte, while never really revealing the secret, has told some interviewers it was a variation of the "shine ball" which Cobb explains later.

The emery ball was another pitch that could drive a batter crazy. Russell Ford gets the credit for that one; he discovered it by accident one day when he was pitching in the minor leagues. While warming up he threw the ball wild and it slammed into the cement base of a grandstand support. He got the ball back and threw it again, and it sailed off in a dipsy doodle such as had never been seen until that moment. He and his catcher talked the pitch over, examined the ball and tried to figure out what had happened. They finally caught on that the cover of the ball had been scuffed when it hit the cement, making a little wing stick out like an unpredictable rudder.

The old Highlanders brought Ford up to the majors; he insisted on having his own catcher, a fellow named Ed Sweeney who could only hit around .240 and really had no business in the majors. They kept and practiced their little secret to marvelous effect. Everybody in the league knew something was funny about Ford's pitching; instead of just curving, his throws sailed. We watched him, studied him and tried to guess what he was up to, but nobody could catch on. Finally Eddie Collins of Philadelphia, the greatest second baseman who ever lived, got to wondering why Ford always carried his glove back to the dugout in his pocket instead of throwing it on the ground between innings. He swooped down and discovered that the glove had a little hole at the base of one finger. Beneath that hole Ford wore a patch of emery paper, which he could use to do to the ball deliberately what had been done to it accidentally that day it hit the cement.

Once the secret was out a lot of other pitchers decided to get into the act. Some of them scratched the ball on a sharp point pried up from their belt buckles. Others cut out a piece of nutmeg grater and stuck it in their shirt pocket; it was invisible there but the points came through the fabric. After it got to the stage where all pitchers were being searched practically from head to toe for objects that might pierce the skin of the ball, some of them transferred the burden to the catcher. By prying up a piece of each metal eyelet where the lacing goes through, a catcher could turn his glove into a kind of makeshift nutmeg grater. And after the catchers got suspected the job was passed on to the first baseman, who could do the dirty work as the ball was being tossed around the infield. Regardless of whether the umpire approved or not, players never quit trying in those days.

On second thought, maybe Ford wasn't the inventor of the emery ball. I sometimes wonder whether Clark Griffith, who is now the president of the Washington Senators, may not have been using a primitive version of the emery ball years before. When I came up to the big leagues, Griffith was a veteran pitcher for the New York Highlanders, and still pretty effective in relief. He had one disconcerting trick; he liked to use the ball to knock off the dirt from his heel cleats. He would stand there and pound the ball against his heel and we never quite knew what he was up to. We figured he was mostly dirtying up the ball so that it would be harder to see and would take strange patterns as it came to the plate—something like the licorice-stained ball that became a favorite of pitchers a little later. But it may well be that Griffith was scarring the cover against his cleats and was throwing us the granddaddy of the emery ball.

There were a lot of ways of tampering with the ball in the old days. The home team provided the baseballs and there was no rule—such as today—that the umpires had to break them out of boxes sealed at the factory and discard them the minute they got a grass stain. A number of pitchers made pretty good reputations with the help of a BB shot, laboriously poked under one seam and pounded down flat with a wooden mallet. The home-town pitcher, knowing where the weight was, spun the ball just right and found that the BB did wonders for his sinker. The visiting pitcher, not in on the secret, wondered all day why so many of his pitches were going wild. After the BB trick grew too well known, pitchers got

CONTINUED ON PAGE 144

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FORGOTTEN PLAY today, according to Cobb,
is the bunt. This old photo shows his bunt technique.

TY COBB CONTINUED

the same effect by weighting the seams of the ball with paraffin; Hod Eller of Cincinnati was a past master of this fine art. The trick could be performed right on the diamond, simply by carrying a little load of transparent paraffin on the side of one pant leg. When the pant leg could be dosed with talcum powder, resulting in the "shine ball." With one side all slicked up with powder, the ball was pulled into a curve by air friction on the rough side.

Probably the cutest trick of all was perfected by Allan Sothoron of the Browns, who learned to cut razor slits on the elevations of the ball between the stitches. When he rubbed the slits the wrong way, he raised the surface and had himself an emery ball. When he turned the ball over to the opposing pitcher, he smoothed down the surface with a little spit and it looked as innocent as when it came from the factory. Sothoron was just an ordinary pitcher until he had this inspiration, but he was tough afterward.

This is the sort of thing batters had to face until 1920, when freak deliveries were banned—and of course even after 1920 pitchers who had been using the spitball were permitted to continue with it until they retired. This made the spitball more of a hazard than ever, because after a time batters saw it less and less often and were even more easily fooled by it. Jack Quinn was still winning a lot of ball games for the Athletics at the age of 43; his spitball was only a shadow of its old self, but still good enough and rare enough to fool the batters.

There was also the matter of the old-fashioned baseball, in contrast to the hunk of dynamite they now put under the horsehide. Some of today's baseball people will try to tell you that the ball is no different, but don't let them kid you. You can see for yourself by looking back through the records. Before 1919 the leading home-run hitter of the American League averaged about 10 or 11 a year. Then the figure jumps to 29 for 1919 and to 54 for 1920. The National League got the lively ball a little later—remember the old arguments about whether to use the American or National League ball in the World Series?—and the sharp jump in the figures starts with 1922. Obviously hitting didn't improve that much overnight and the National Leaguers, as much as I would like to say so, did not lag three years behind the American League boys in native ability.

The Browns used to have a fellow named Dode Criss who I have often thought was one of the tragedies of baseball, a gold-plated case of a man who was born 20 years before his time. Criss was one of the sharpest hitters I ever saw. He seldom struck out and nearly always hit a long ball. But with the old baseball his drives didn't make enough difference, and since he wasn't a very good fielder he spent most of his time on the bench. With the modern rabbit ball Criss would have torn the league apart; he would have made today's so-called sluggers look sick. Could the Browns use him today?

Yet even with the dead ball and all the cuteness of the pitchers, you have to go back to the oldtimers to find the hitting records. We used to have quite a few .350 hitters and .400 was by no means

CONTINUED ON PAGE 147

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rare; where do you find averages like that today? The thing is that the boys today just never have learned to hit. The idea nowadays is to close your eyes and swing with all your might—never trying to aim the ball toward a hole in the defense and in fact never even noticing where the fielders are playing.

The greatest disgrace of modern baseball is that few batters even know how to lay down a good bunt. Some of them don't even try it. Most of those who do try it fail. Watch for yourself this season how many sacrifice plays go wrong—and while you count, remember that anybody's little sister can learn how to bunt. It takes no strength; it takes very little skill; all it takes is practice. Every pitcher could and should learn to be a first-class bunter, yet take notice this year of how many games are lost because the pitcher comes up in a spot where a bunt is called for. Nowadays even the pitchers, who know they can't make it, want to swing away for the fences. The same thing goes for the hit-and-run, which is the most devastating play in baseball when used properly. How many players can you name today who can be counted on even to meet the ball—much less poke it where the infielders leave the hole while covering second base?

How to hunt a wild pitch

In the old days practically everybody could bunt and hit and run, and some of the men could do it with fantastic success. One reason I was able to score a lot of runs in 1907 and 1908, when we were winning pennants at Detroit, was the fact that I was followed in the batting order by Claude Rossman, the best sacrifice hitter I ever saw. Rossman was a big first baseman with a terrific reach, and also with a lot of stuff between his ears. In the old days before the batting-practice cage, hitters had to go chase the ball if the pitcher threw them a wide one. Rossman saw no reason to wear himself out walking back and forth to the backstop, and he developed the trick of reaching out with his bat, held in those long arms, and stopping anything that came within a city block. He got so good that in a ball game, even if they threw him a pitchout, he could lean over and nick the ball. I never worried that Claude would leave me stranded on the bunt, even when the other team knew we were going to pull the play. If the ball was anywhere that the catcher could get to it, Rossman would get to it first.

I miss the men like Rossman, and I miss something even more important. To an oldtimer like me today's ballplayers seem like a particularly fragile lot. Particularly the pitchers, who are always getting sore arms and bone chips, and mysterious growths in the shoulder joints. I had played a good many years in baseball before I ever heard of a pitcher with bone chips; if they had them in those days they ignored them. The great old-time pitchers were all work horses. (And so is Bob Feller, the one pitcher in the game today whose record stacks up with the oldtimers.) Cy Young won 511 games spread over 22 years; Walter Johnson won 414 in 21 years and Grover Alexander 373 in 20 years. Kid Nichols won 20 or more games a season for 10 years in a row—during seven of which he won 30 or more. They could pitch a full nine innings, or even 15 if necessary, and come back at you the next day in relief. They kept their arms in shape by working them. Or perhaps the fact is that they had mastered their art so thoroughly that they hardly used their arms at all; they pitched with their legs and backs, using their arms only as a lever. It was all rhythm; you seldom saw a pitcher with a jerky motion. And they were never eager to get back to the showers when trouble arose, in contrast to some modern-day boys who seem to look pleadingly toward the manager every time a man gets on base. Kid Nichols would fight like a steer to be left in to take it when the opponents were rallying because it was his theory—and mine too—that a pitcher learns more from adversity than from winning.

In fact nothing short of mayhem could keep some of the oldtimers out of the game. The pitchers thought they could learn by being hit; the other players figured that even a two or three day layoff might hurt their timing with the bat. I myself have often played with spike wounds, a knee swollen up like a cantaloupe or a slide burn that had barely healed over with a scab that was sure to rub off the next time I hit the dirt. In the days before catchers wore shin guards, Frank Bowerman of the Giants got a six-inch spike gash on his leg, plastered the edges down with a wad of chewing tobacco, rolled up his stocking and went right on catching. Lou Gehrig, ill and dying, stayed in the game until he nearly had to be carried off the field.

As to what happens nowadays, I don't have the inside information. But I wonder, I hear of an awful lot of injuries and stomach-aches, and I can't help noticing that players seem more prone to

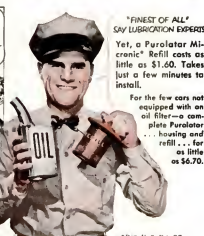
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A DYING LOU GEHRIG steps up to be honored by Yankee Stadium fans at last appearance in 1939. To Cobb he symbolizes fighting spirit of oldtimers.

TY COBB CONTINUED

ailments when their team is leaving town for one of those short road trips of four days or a week. Sometimes I begin to think that those short road trips might sound like a fine chance to paint the basement, or take in a couple of theater matinees, or maybe sneak away for a little fishing expedition. Even in the old days we had a few pitchers who often took it into their minds to have indigestion when the other team planned to send its star against them—and there were batters who would admit, if pressed, that their backs often began to hurt on days when they were supposed to go up against Walter Johnson and his murderous fast ball under a cloudy sky. I sometimes think that perhaps this is the one skill that has been passed on to the new generation.

We come here to the whole matter of the modern player's attitude toward the game. In the old days baseball was a way of life. The players were a strange, hard-bitten and ambitious crew—up from the small towns and by no means eager to go back, trained at nothing but that one profession and battling to hang on to it with their last breath. They were lean and hungry, and they played the game for keeps. They studied, practiced, lived baseball every minute except when they were sleeping and often dreamed about it at night. They came up the hard way, fighting through the minors—sometimes literally fighting—and undergoing the terrible hazing of the rookie whose older colleagues were going to make him a man or break his spirit doing it.

My own first baseball salary was \$50 a month. I went up to the big leagues for \$1,800 a year—and went through the period when the veterans would chase you away from the plate at batting practice, lock you out of your bathroom at the hotel, smash your hat on the restaurant coat rack and break your favorite bats. After I had led the league in hitting for two straight years I was still making \$4,500 a year, and had to hold out all winter to get raised to \$9,000. (If I hadn't got it, I would have quit and gone to college, and today I might be writing a paper on surgery instead of reminiscences of the big leagues.) I played in an era when the whole idea was to win and a mistake was never forgotten by your teammates. I will always remember the crucial game of the 1907 season when we were fighting Philadelphia for the pennant. We had that game in the bag in the 11th inning, and then an outfielder named Davey Jones misjudged a fly ball that let them tie the score. Six or eight of the players who had been sitting on the bench stormed all the way out to third base to meet him when he came in; in their anger they pushed him around and snarled that they would be laying him in the clubhouse afterward. Fortunately for Davey the game ended in a 17-inning tie that practically assured us the pennant—but you get the idea.

EDITORS' NOTE: This game was one of baseball's, Detroit's—and Ty Cobb's—greatest. Playing their leading rival, Philadelphia, in what was supposed to be the first game of a double-header on Sept. 30, 1907, the Tigers were behind 7-1 after five innings. They worked the score to 8-6 and then in the ninth Cobb hit a two-run homer off the great Rube "We'll tie it. In the 11th he doubled and drove in what should have been the winning run. The game was finally called on account of darkness without a decision—but by nullifying the double-header Detroit eked out the championship.



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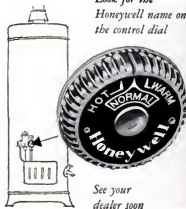
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CONTINUED ON PAGE 135



Tell me...how can a man shave when he's shivering!

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You really owe your family and yourself this modern convenience! And your hearing dealer can provide it! Let him put a quick end to all your early morning shivers and discomfort.

Call your heating dealer now! You'll find his name in your classified phone directory. Or, if you prefer, mail the coupon below.

And remember—for the ultimate in heating controls, be sure you insist on Honeywell. You'll always be glad you did.

MINNEAPOLIS
Honeywell
First in Controls



*Turns heat down at night,
up in the morning—automatically!*

This Honeywell Electric Clock Thermostat makes your heating *completely* automatic. And it's the most sensitive thermostat of its type—keeps room temperatures uniform—no matter how the weather changes.



*Provides automatic
morning pick-up*

Set the Honeywell Time-O-Stat for the morning pick-up time and temperature you want—sleep in cool, healthful rooms; wake up in a warm home.

Minneapolis-Honeywell Regulator Co.,
2848 Fourth Ave. South, Minneapolis 8, Minnesota

Please send me a free copy of "HOW TO MODERNIZE FOR COMFORT," including information on the Electric Clock Thermostat, Time-O-Stat and items below.

ELECTRONIC MODUFLOW. The magic sensitivity of *electronics* matches heat requirements to the weather changes, and keeps your home comfortable at all times.

ZONE CONTROL. The wonderful new way to provide comfort in the various heating areas of ranch-type and larger homes.



Name

Address

City Zone State

Beet juice spilled on sleeve!

No stain remains after wiping with a damp cloth. Unisec is the amazing process that makes fabrics shed stains, rain, wrinkles ... cuts cleaning bills to a minimum. Look for the Unisec tag on spun rayon apparel ... at leading stores.

Seeing is believing!



If it's tagged

UNISEC

it's non-oily stain resistant
permanently wrinkle resistant
durably water repellent

THE UNITED PIECE DYE WORKS
132 Madison Avenue, New York 16, New York
Lodi, N.J. • Los Angeles, Cal. • Charleston, S.C.

Own this 6 room
Ranch Type home...

For less than \$3,000



Erect this Swift factory-built home yourself ... and save! Our finest lumber is precision cut to exact size—All siding, framing, roofing, flooring, nails, doors and Bee Gee windows with screens are furnished along with simplified erection plans. You save on labor and waste. No guess work—no carpenters or skilled labor needed!

BEAT THE HIGH COST OF BUILDING

Thrifty Mac Swift says,



Threw out your old rent receipts—start living in a home of your own. Eight beautiful Red Cedar sided models to choose from—plus a variety of floor plans. Acceptable for VA and FHA insured mortgage loans.

Send for free descriptive full color folder—complete with floor plans, materials furnished and prices. See the dealer in your area or write to Department A.

Some exclusive dealer territories available.

SWIFT HOMES, INC
CLAIRTON, PA.

COUGH RELIEF

STARTS
in 5 swallows

Swallow 5 times as on F&F Cough Lozenges melts on your tongue. Just feel that cough-relieving, throat-soothing action!

*For coughs
due to colds



Try the delicious
NEW CHERRY FLAVOR!

SOFT AS PILLOWS!



That's how Dr. Scholl's Air-Pillo Insoles feel! Made of soft Latex Foam, Cushions your feet from toe to heel. Millions of tiny air cells make any shoe Air Cushioned. Wonderful for relieving painful calluses, tenderness, burning feeling. Only 50¢ pair. Get a pair today! At Drug, Shoe, Dept., 5-10c Stores.

Dr. Scholl's
AIR-PILLO INSOLES



THE YOUNG COBB breaks into big leagues with Detroit in 1905. He was 18 and just up from Augusta.

TY COBB CONTINUED

Baseball was tough at times, and perhaps that was bad. But it was also an educational system such as no modern player has ever been privileged to attend. I remember my first few seasons in the big leagues when our team was visiting a city like say St. Louis. The game would be over; we were back in the clubhouse changing from uniform to street clothes. Nobody was in a hurry; we had nothing to do until suppertime back at the hotel. Life was a lot simpler in those days, and a lot less social. Nobody was on the street outside in an automobile, honking for a player who was supposed to be the life of the party at a big dinner that night.

We took our time in the clubhouse. We cooled out slowly and talked about the ball game all the while. If we had won, there wasn't too much to talk about; nobody ever learns from winning a game. But if we had lost we could always put our fingers on the mistakes. The outfielder who threw to the wrong base, the runner or batter who missed a hit-and-run signal. The pitcher who mistakenly threw a ball the batter liked, or the batter who fell for a sucker pitch. The runner who went too wide at second base. The runner who failed to get the jump on the pitcher.

The post-mortem began in the clubhouse. It continued while we all went back to the hotel by streetcar and ate our supper together. In those days our St. Louis hotel was the old Planters, downtown near the river. After our meal we went outside and sat in the chairs along the sidewalk, trying to enjoy whatever breeze there was to relieve the hot St. Louis summer night. There were no movies to go to. There was nothing to do at all—except hold a nightly postgraduate school in the finer points of baseball. The older men dominated the talk; they were the teachers. The young men, the rookies awestruck in the company of their elders, just listened. Sometimes their ears burned. But everybody—especially the rookie who had pulled a boner—learned a great deal. And when it was all over we went to bed, very early, to rest up for the next day's game.

Today all this has changed. You can go around today to a hotel where a visiting ball club is staying and perhaps never even see a ballplayer unless you want to sit waiting in the lobby from 5 o'clock until past midnight.

What happens after the game ends? The first baseman and second baseman have to rush through their showers because they have a friend waiting outside in an automobile to drive them to a dinner party out in the suburbs. The outfielders are going, by separate ways, to visit their wives' second cousins. The young pitcher has rented a car to take out a girl he used to know in college. Nobody spends much time in the clubhouse; everybody is in a hurry to get away. As a team they never really see one another until they congregate at the ball park next morning to start dressing for the game.

School is out. Any athlete, if he has just picked up the knack of pulling the modern lively ball to the fence, can get into the big leagues. He can stay there—without learning to bunt, without

CONTINUED ON PAGE 131



WINTER LUXURY



Known by the Company it Keeps

Seagram's VO

CANADIAN WHISKY—A BLEND . . . OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD
86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.

You're Right in Style

Jarmans are the only shoes approved for fashion by the Men's Fashion Guild of America



LEFT, Style #014.
Distinctive glove-
soft leather. No
laces to tie. Light
weight crepe sole.

CENTER, Style #013.
Smart as a whip in a
soft mellow leather.
Elastic throat insert,
leather sole.

RIGHT, Style #023.
Popular "Ses-Sand" color
in a lined new casual style.
Featherweight crepe sole.



JARMAN *Rawhidlers* Newest styling in smart moccasins

A face of rawhide threading the vamp gives a touch of the West to these new "Rawhidlers" . . . wonderfully light and alive for campus, country and informal wear.

\$9⁹⁵ to \$16⁹⁵ Most Styles

There's a spring in your step and a song in your heart for you're right in style in a pair of Jarmans' youthful new Spring designs. Men everywhere look to Jarmans for style leadership . . . a reputation earned by producing every season new, authentic patterns, new leathers and new lasts—the only shoes approved for fashion by the Men's Fashion Guild of America. All the smart new touches that make a shoe your choice, plus the blissful comfort of Jarmans' *friendliness of fit*, are yours with any style you wear. Your Jarmans dealer has the season's newest patterns in a variety of colors for wear on any occasion. Look smarter and feel better. Try a pair, today.

JARMAN SHOE COMPANY, NASHVILLE, TENN.  DIV. OF GENERAL SHOE CORPORATION



THE YOUNG JENSEN, a modern bonus kid, takes wife-to-be out in Cadillac. Jackie bought with \$50,000 contract Yankees gave him in hope he had talent.

TY COBB CONTINUED

learning to hit to the opposite field or tap out a hit-and-run ball—as long as his eyes and his legs hold out. He needn't be too good a fielder; Gus Zernial and Ralph Kiner are good examples of famous modern hitters whose fielding is not up to major league standards. He needn't even be in top physical condition, for hitting a baseball 350 feet is mostly a feat of sheer momentary strength like carrying a piano up a stairway. You don't have to be trained down fine to do it; some of our best piano movers have 46-inch waistslines and some of our long-ball hitters today will run them a good second.

Modern baseball puts a premium on the freak, on the man who will hit the ball over the fence if he hits it at all. He has a certain strength of bicep and shoulder muscle that gives him the ability to add a 10% push to his hits—which is all it takes, with the modern ball and the modern short fences, to make the difference between a lazy pop fly and a home run.

He doesn't have to think. Usually he knows only one way of standing at the plate and only one way to swing. His manager tells him whether to swing or to take; in fact the manager, under the two-platoon system, may never even let him get into the game at all except against a pitcher who is supposed to be a patsy for his native and undeveloped style of swinging. Once he gets on base, the first-base coach tells him how big a lead to take. The third-base coach tells him when to run and when to stop. All he has to do is show up in the spring, have the manager lead him to the plate and take his cut at the ball. Everything else is done for him, and when the season is over he is free to hibernate until his business manager—who also arranges his lecture dates and advertising testimonials—tells him he is no longer a holdout and had better get down to Florida and start working off the fat. Given the proper physical equipment—which consists solely in the strength to knock a fly ball 40 feet farther than the average man can do it—anybody can play big league ball today.

Some of today's rookies start out with as much as \$100,000 in the bank, paid as a bonus just for signing a contract. Even the unluckiest of them get real good salaries, paid mostly for doing nothing except eating, maturing and gaining strength until they can powder the ball. They don't have to worry about any hazing from the oldtimers; if any veteran treats them badly, they can refuse to let him ride in their Cadillacs. They buy a restaurant or a clothing store to run during the winter; they worry a lot more about their balance sheets than about their inability to bunt. Some of them are just picking up a little easy money to finance the professions they intend to embark on later. Where is the incentive? And how many bonus players, incidentally, have made good even under today's nursery-room conditions?

IN NEXT WEEK'S LIFE: COBB'S SLY TRICKS

Cobb reveals how he stole the batting title from Joe Jackson and how he outwitted Walter Johnson. He explodes some pet theories of today's managers, gives his verdict on Leo Durocher and names the only modern-day manager he puts in a class with Connie Mack.

great Sights to See

*great way
to see them*

Any one
of Santa Fe's
five great trains
each day, each way
between Chicago
and California
takes you through
the Southwest Indian
country—the most
colorful part
of America.



San Ildefonso
Ko-Sha-Ri dancer

Santa Fe

B. T. ANDERSON, Gen'l. Pass. Traffic Mgr.,
Santa Fe System Lines, Chicago 4.



INFORMAL QUEEN, Gloria Slaughter, came to costume ball as harem dancer. At coronation (right) she wore gown copied from one worn by Queen Victoria.



Life Goes to the Coronation of a Texas Queen

GLORIA SLAUGHTER OF DALLAS RULES STATEWIDE DEBUTANTE PARTY

Debutantes in Texas customarily have formal introductions to society in their home towns with only local fanfare. This year, however, Texas rounded up the newly poured cream of its society—45 debutantes from every city that had formal presentations this season—for a spectacular four-day Mardi Gras in Galveston that was more in the high and handsome tradition of the Lone Star state. To add color, and also to provide more men as escorts for the debs,

civic sponsors in Galveston asked Texas Senator Tom Connally to see if he could get a naval ship dispatched to the seaport for the weekend. Senator Tom complied, and the Navy sent the U.S.S. *Worcester* racing up from Guantanamo Bay. There was a dance aboard the cruiser, there were luncheons, receptions, a parade through downtown Galveston, a costume ball, and finally a coronation ball—patterned after the traditional presentation at the Court of St.

James in England—at which Gloria Slaughter of Dallas was crowned queen of all the debs. Whether or not the Texas debs were the prettiest in the world, as sponsors of the party boasted, they were probably the wealthiest. Not counting the jewels and minks which they brought with them, some of the girls wore outfits costing as much as a thousand dollars. Queen Gloria, who was buckled over by her 75-pound train, said afterward, "I felt like a beast of burden."



FORMAL QUEEN Gloria wore white gown and 21-button gloves at the coronation ball. Gloria is the 21-year-old daughter of A. L. Slaughter, wealthy oilman.



**AMAZING!
RICH CHOCOLATY
M-M-M MILK**

... easy as



take a glass
of cold milk



stir in 2 heaping teaspoons
of rich, chocolaty QUIK



NOW DRINK—



the best, fastest-mixing chocolaty milk ever! Nestlé's QUIK powder mixes with cold milk—INSTANTLY! And stays mixed, chocolaty all the way down! No beating, no bother, no refrigeration. Just stir and serve. QUIK. You'll love it! At your favorite grocers.

For Instant Chocolate Flavored Milk Use

NESTLÉ'S Quik!

WITH THAT FAMOUS **NESTLÉ'S** CHOCOLATE FLAVOR

Texas Queen CONTINUED



ROYAL MINK stole covers Queen Gloria's shoulders as she descends gangway of the U.S.S. *Warrenter*, trailed by an ensign. She had five different escorts during the festivities.



BLUE JEANS and Stetson worn to costume ball by Ted Shields was Western note during celebration. His date, dressed as clown, is Debutante Nancy Campbell of Galveston.



LEOPARD SKIN was worn by Betty Bird, who helps mother run Galveston's Pirate Club. She is jitterbugging with Johnny Samon, also of Galveston.

CONTINUED ON PAGE 11

Signal for Sarah

POSTMAN TOM PURVIS looked at the return address on the envelope as he dropped it into Sarah Blake's letter-box and proceeded to honk the horn on his battered old sedan three times.

He had been delivering the mail on this route for many years, and he and Sarah Blake had long since worked out a set of signals designed to save her as much trouble as possible when the mail arrived.

For catalogs and the like—which she could pick up any time at her convenience—one toot. For personal letters and postcards which she might want to look at sooner, two toots. But for this one long envelope that came on the first of every month, three toots.

Sarah Blake went to the living-room window and waved her thanks to Tom Purvis as he started on down the road. Then she put on a knitted shawl that was hanging on the hall rack, walked slowly down the old brick walk and took the envelope from the mail-box. She knew what was inside it without looking—but she tore it open and looked anyway.

Back in her crowded, old-fashioned living-room, Sarah sat down and looked at the check again. It was not for a large amount, but to her it meant the continuance of life as she had known it for so many, many years. And Sarah wanted nothing to change—from the old clock ticking peacefully on the mantel to the gnarled wisteria vine outside the house.

She tried to remember how long these checks had been coming, regular as the ticking of the mantel clock. Twenty years? Twenty-five? She would have to go back and think for a minute...

As usual, Sarah began with the year 1897. That was the year she and Sam Blake were married—and it had come to serve as the mark in time before which or after which everything else in her life took place. They had been married thirty years when Sam died—so that would make it '97 plus thirty, or...

Yes, it was in 1927, then, that Mr. Williams, the insurance man, had come to see her. He explained how Sam had long been worried about what would happen to Sarah if he died, since they had no children or "family" to look after her. And he told her how, some years before, he had helped Sam work out his life insurance so that it would assure her of a small but steady income for as long as she might live...

Sarah put the envelope from New York Life on the stand beside her chair and leaned back and closed her eyes. Soon she drifted off to sleep just as she did every day at this time, with the same regularity as the old clock ticking away quietly and peacefully on the mantel over the fireplace.

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.



Naturally, names used in this story are fictitious.

CAVALCADE OF SPORTS

...Ned Garver



IN HIS FIRST PROFESSIONAL SEASON (OHIO STATE LEAGUE, 1944) NED WON 21 GAMES, PITCHED A NO-HITTER AND HAD THE SENSATIONAL "EARNED RUN" AVERAGE OF 1.21!



YOUNG NED GARVER'S FEAT OF WINNING 20 GAMES FOR THE WEAK-HITTING ST. LOUIS BROWNS IN 1951 EARNED HIM RECOGNITION AS ONE OF THE BEST PITCHERS IN THE AMERICAN LEAGUE!

MY GILLETTE SUPER-SPEED OUTPERFORMS ANY OTHER RAZOR I'VE EVER OWNED. I CHANGE BLADES QUICKLY AND GET EASY, REFRESHING SHAVES EVERY TIME!



IN BRAND-NEW, STYRENE CASE THAT SPRINGS OPEN AT A TOUCH!

NOW! BIGGEST SHAVING VALUE EVER!

\$1.00
\$1.75 Value

Gillette
SUPER-SPEED RAZOR

AND IMPROVED 10-BLADE DISPENSER
HAS HANDY COMPARTMENT FOR USED BLADES

ZIP! Blade hooks on ... drops in place PRESTO!



20 BLADES 98¢ 49¢

REMEMBER, MEN, ONLY GILLETTE COMBINES THE CONVENIENCE OF INSTANT BLADE CHANGING WITH REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY. TO ENJOY THESE BIG ADVANTAGES BUY THE ULTRA-MODERN GILLETTE SUPER-SPEED RAZOR AND GET THE SLICKEST, BEST-LOOKING SHAVES OF YOUR LIFE!

*You Skim Through
Tough Beard Like Magic With
Gillette Blue Blades*

● Superkeen, long-lasting Gillette Blue Blades shave you faster and smoother than any others. For extra convenience, buy them in the modern dispenser that ZIPS out a new blade presto and stores the used blade in a handy compartment.

look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades

WITH THE SHARPEST EDGES EVER HONED
Copyright, 1952, by Gillette Safety Razor Co., Boston 6, Mass.

Texas Queen CONTINUED



DEVIL AND LADY exchange greeting, Raymond Potts Jr. leering at Patricia Smith, who represents "Stocking" perfume. Patricia played harp at ball.



DEVILISH LADY, relaxing with cigaret, is deb Joy Brown. Girl with the mask on her forehead is Marilyn Ray who was dressed as circus bareback rider.

While they last! Both for the price of one!

BUY a bottle of O-Cedar Dri-Glo—the new “dry” liquid that gives furniture a non-oily, mirror-bright shine that lasts for months. GET a 30c size DuPont sponge without paying a cent more!

You won't believe a furniture polish can be so easy to use, yet give such a lasting, mirror-bright luster—until you try Dri-Glo yourself.

That's why we're making you this offer.

You see—you just smooth on Dri-Glo, let it dry to an even haze, then wipe off. It's almost as easy as dusting.

You get a smooth, non-oily shine on your furniture you can actually see your face in. A shine that lasts months! And even spilled hot coffee won't mar Dri-Glo's protective, silicone surface.

And what a bargain!

When you buy Dri-Glo now (the 98c bottle, or enough to do all the furniture in an average 6-room house) you get a genuine DuPont cellulose sponge (the big 30c size) at no extra cost! You'll find this sponge handy all over the house—for washing dishes, windows, walls, tile.

But remember: this offer is good only while our supply lasts. So buy Dri-Glo now. Get a fine quality DuPont sponge—get both, a certified \$1.28 retail value—for 98c, the price of Dri-Glo alone!

O-Cedar dri·glo

The new, **NON-OILY SILICONE POLISH** for furniture by the makers of the famous O-Cedar Sponge Mop



O-Cedar Corp.
Chicago, Illinois

O-Cedar of Canada, Ltd.
Stouffville, Ontario, Canada





from LIFE, January 5, 1943, by Andreas Feininger

WHAT'S IN A PICTURE . . .

The snow seems to have sculptured a new architecture for some fantastic city without people. Automobiles look like burial mounds in a forgotten cemetery. This is New York in the worst snowstorm of its history—the fact as well as the beauty of it.

But soon the snow will be gone. The city will regain its familiar aspect and the strange beauty and fantasy of this scene will be a memory.

Photographs can hold the transient for our contemplation and give it permanence, recreating the reality of passing things so that we remember them with exactness long after the actual reality has disappeared.

... to see life ... to see the world ... to eyewitness great events

LIFE

I took
a long chance
with this
short cut!

1 "When a gaping crevasse yawns in your face on the Columbia Icefields of British Columbia, you can spend all day circling its end... or you can jump it. Traveling's no fun 11,000 feet up in thin air. Jumping looked easier," writes Walter Gonnason, an American friend of Canadian Club. "My guide planted his ice axe solidly, belayed the nylon rope around it and wished me luck. 'Here goes,' I said, and..."



2 "I missed! My ice axe slipped off the lip of the crevasse, and down I plunged. The rope broke my fall... but I nearly broke my ribs—bouncing against the chasm wall. Chunks of ice hurtled into the crevasse, and I never heard them hit bottom..."

5 "Peril lurks at every turn on Canada's icefields. But you're playing it safe when you order the best in the house. That means Canadian Club almost everywhere I travel." Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon



3 "No more short cuts for me. I decided, after inching one foot at a time up the sheer ice wall, One close call was enough to scare us both. We took the long way around to stay on the safe side. Skirting smaller crevasses, many of them deceptively bridged by fresh falls of snow, was slow work, but it got me home in one piece."

... yet there is no other whisky in all the world that tastes quite like Canadian Club. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.



4 "This is the height of my ambition," I said when my host suggested a go at Mt. Columbia. I was content to relax at his lodge—over a drink of Canadian Club!

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD
90.4 PROOF

IMPORTED IN BOTTLE FROM WALKERVILLE, CANADA, BY HIRAN WALKER & SONS INC., PEDRIA, ILL. BLENDED CANADIAN WHISKY.



Be Happy-**GO LUCKY!**

Here's why
Luckies taste better!



You get better taste from fine tobacco, and L.S./M.F.T.—Lucky Strike means fine tobacco . . . fine, mild, good-tasting tobacco. There's no substitute for fine tobacco—and don't let anybody tell you different!



What's more, Luckies are made better—so round, so firm, so fully packed—so free and easy on the draw. Always, in all ways, you can depend on Luckies for better quality! These are facts—verified and documented.



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PRODUCT OF The American Tobacco Company

QUALITY COMPARISON—5 PRINCIPAL BRANDS

Based on tests certified to be impartial, fair and identical.
Verified by leading laboratory consultants.



"In our judgment the above bar graph accurately and reliably depicts the relative quality of these brands. It is our conclusion that Lucky Strike is the best-made of these five major brands."

(Signed) Froehling & Robertson, Inc.,
Richmond, Va.

"We confirm that in our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We do verify that the above chart correctly shows that Lucky Strike ranks first in quality."

(Signed) Foster D. Snell, Inc., New York, N.Y.